

D.2.2.1- ADRIJOROUTES pilot action guidelines

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INDEX

1. INTRODUCTION..... 4

2. METHOD 6

3. PROCESS 8

4. CRITERIA..... 10

 4.1 Thematic areas 11

5. TOOLS 16

6. TIMING 18

ANNEX 1 – Template for creating ADRIJOROUTES..... 19



1. INTRODUCTION

ADRIJOROUTES project overall objective is to boost the sustainability, social inclusiveness and digitalization of the touristic sector of the Adriatic area, by promoting sustainable touristic experiences based on cultural assets. The goal of the project is to co-develop the 7 ADRIJOUROUTES, composed of different experiences, physical and digital, of the involved ports and territories and give a taste of the Adriatic as a cluster of cultures and destinations with common origins.

The co-developed ADRIJOROUTES should be sustainable and innovative, creating cultural offers and experiences in Adriatic ports promoting Adriatic heritage as drivers for innovative and inclusive touristic ecosystems as well as social integration of ports with local communities.

This document is part of Activity 2.2 of ADRIJOROUTES project and is focused on ADRIJOROUTES setting up. It is connected with deliverable 1.1.2. Port Innovation Crew general report where partners should involve stakeholders in the valorisation of port cultural assets in the social innovation and sustainable tourism domains.

The goal of this document is to provide partners with a methodological approach for ADRIJOROUTES pilot actions.

Guidelines should include the method, process, criteria, tools and timing for the joint definition and setting up of the 7 ADRIJOROUTES. Each route should have a resilient, digital and green approach to the tourism experience, matching the demand for more

socially inclusive forms of tourism and the potential economic development linked to cultural assets.

It should be noted that this is continuation of the REMEMBER project and as such, the overall goal of the partnership stayed the same: in the Adriatic Sea, we have a unique common cultural heritage that is rooted deep in people lives, souls and behavior. As such, different port-cities are cooperating under a common strategy, presenting their stories and experiences under a collective narration. At the same time, the goal is to avoid mass tourism and more presentation of already known facts and stories. As such, partners should focus on new, mysterious, unknown stories, a little tidbit of knowledge to be shared with our public with the aim of valorising and strengthening new touristic routes that will connect physically or virtually our port cities.

2. METHOD

The method for setting up 7 ADRIJOROUTES is explained easiest as the establishing a **common narrative**. To establish a common narrative means to showcase our route stories with a common theme. Partners should show tangible and intangible heritage, giving a common meaning to our routes.

The aim of ADRIJOROUTES is to create **an immersive cultural experience** and give all the target groups an active role in the storytelling. Authentic storytelling in tourism involves sharing real, unembellished narratives about a destination's culture, history, and people. It's about telling the stories that are intrinsic to a place, often told by the locals themselves. At the same time, in the time of digital evolution and everything it offers us, we want to give our tourists **a way to express themselves** through our stories, and, at the same time, engage their and our stories to showcase our presented travel destination under **unique ADRIJO brand**.

Using the available digital tools, partners should enhance the contents and context of presented information to add value to the overall user experience, especially if combined with personalization to each user's interests.

The principles for storytelling stay very similar to already discussed and experienced principles of REMEMBER project, and partners should use "*Guidelines for story-telling for VM contents*" created in REMEMBER project as reference when preparing digital context to ensure that a right story-telling technique is used.

Regarding the method of choosing what to show in ADRIJOROUTES, partners should follow the principle of **avoiding mass tourism** and well-established touristic destinations and **diversifying the flow of tourism in a new, undiscovered way** with the aim of valorising and strengthening new touristic routes that will connect physically or virtually our ports and the surrounding territories. The project tackles the need to mitigate the environmental and social impacts of mass touristic flows in the programme area and to reduce the overwhelming dependence of the main Adriatic touristic destinations on massive coastal tourism, that put at risk the social and economic resilience of local communities. As such, it is important that ADRIJOROUTES follows the same principles and promote sustainable touristic experiences.

From a technical point of view, the method used to showcase our ADRIJOROUTES is as follows:

- An introductory (common) section as a first screen consisting of a map showcasing different routes connecting our port-cities;
- A local section where partners can fill their stories and contents in each (or some) of the offered routes.

Each partner (except PP4-PNAEAS) will become a leader of one route and will present that route. The already existing POIs (point of interests) from REMEMBER project can be used in local sections and new content will also be added to enrich and enhance the tourist experience of the routes.

3. PROCESS

The process of setting up our ADRIJOROUTES is closely related to both, method and criteria. While method answers a question of **what**, the process should answer a question of **how** we will establish our ADRIJOROUTES.

The answer is, at the same time, easy and complicated to answer. The easy answer is that we will chose 7 ADRIJOROUTES and stories to involve in each. Each ADRIJOROUTE should have a “Lead” Partner responsible for common virtual tool used to present ADRIJOROUTE (e.g. video) and other involved partners who will feed ADRIJOROUTE with their stories.

At the same time, this is also an answer that is not as easy as it seems on a first glance. How will we choose 7 ADRIJOROUTES? When we ask **WHY** some route is chosen, we should also ask ourself **WHAT** it has to offer. If we follow the main principle of both, REMEMBER and ADRIJOROUTES projects, partners should aim to diversify the flows and to widen the range of the tourist's visits. Partners should aim to create and engage a new public with the development of cultural tourism. Partners should target not only an average tourist visiting our ports and the surrounding cities and territories but also create information and digital experiences, suitable in particular for disabled passengers and kids.

While the **port maritime heritage** is our aim and goal, we should ask ourself **WHAT is included in that statement. HOW it is connected with our ports and the surrounding cities, what make them what they are today.** We should discover and show the connections between the port's cultural heritage and the common roots of

the different local cultures, intertwined in a continuous social and cultural dialogue, showing the cultural richness of the Adriatic territories.

From a technical aspect, the process of choosing the ADRIJOROUTES is not static, but **dynamic** process that will be continuously updated through the project life. That means that we can and will offer suggestions for ADRIJOROUTES in this document in the following chapters, but those suggestions are not definitive or binding for partners. Each partner will describe their findings and describe their stories in the “Template for creating ADRIJOROUTES” and then, partners will choose at least 7 most appropriate ADRIJOROUTES to be shown in the project. Each partner (except PP4) will be chosen as leader of one route and will then follow this guideline to create a common introductory part (a video) to present that ADRIJOROUTE.

One partner can fill one or more ADRIJOROUTES with their content and stories, depending on how well their stories match with chosen ADRIJOROUTES.

4. CRITERIA

The criteria answer a question of **scope of data collection** and **thematic areas** to be chosen. As mentioned in previous chapter, it is closely related to both, method and process of choosing ADRIJOROUTES.

Partners again must answer 2 questions already mentioned: WHY we chose specific route and WHAT that route offers to our audience. That is the scope of data collection. **The focus should be on the unknown and unexplored potential of our ports and surrounding cities and territories.** It is imperative to once again point out that partners do not want to use the means to attract mass tourism effect, but on promoting and valorising sustainable destinations that will boost local economies and social inclusiveness of local communities and all based on cultural (tangible and intangible) offer and heritage. In next sub-chapter, the suggested thematic areas will be discussed. Those thematic areas are non-binding and can easily change once partners will have a clearer picture of their desired stories to be presented.

The criteria should also answer the questions of **quality of the information collected**, selected and presented. Information must be relevant, **validated, engaging, comparable.** That means that partners cannot simply state facts and figures, but must focus on stories and people and learn how to best include visitors in their stories. Visitors must be engaged; they should feel touched by the stories and could find themselves **relating to the stories.** Partners should once again refer to already created document within the scope of REMEMBER project “Common methodology for the

collection of information on intangible cultural heritage” as well as previously mentioned “Guidelines for story-telling for VM contents” as those two documents clearly explain how to choose a method to engage public in a right way.

4.1 Thematic areas

The proposed thematic areas are as follows below. As mentioned before, they are subject to changes, depending on the stories chosen by partners. Partners will choose together at least 7 ADRIJOROUTES (thematic areas) and each partner (except PP4) will lead one route.

- 1) **HISTORIC ROUTE** – this route can explain the historic development of the ports and related cities and territories. What was first, a port or a city? How did they develop through history? Did you date the first traces of the old port? What remain can be found and where? Are there underwater remains that are being discovered now or underground remains that have been buried with port development?
For example: old age (Greek and Roman history), middle age (Byzantine empire), new age (industrial revolution) or modern age (1st and 2nd WW).
- 2) **HISTORICALLY TRAVELLED ROUTE** – this route can explain and describe routes people used to cross Adriatic Sea in the past, as well as stories evolving around that. Why did people cross the Adriatic? Were there established routes or did they use different routes each time? What buildings have been developed due to these crossings (e.g. fortresses to defend port-cities, quarantine buildings and pharmacy

buildings for sick sailors etc.)? Did people cross the Adriatic due to economic activities (trade), war, works or immigration/emigration?

- 3) **POPULAR TOURISTIC DESTINATIONS** – stories evolving around cities connected by cruise ships or other popular touristic destinations, describing the most beautiful beaches and other entertainment tourists are looking for that are not widely known to those tourists. Just because some cities are popular tourist destinations attracting mass touristic flows does not mean there are not unexplored attractions that can be offered to interested visitors to relieve the pressure of mass touristic flows on some destinations.
- 4) **NATURALISTIC ROUTE** - route connecting natural resources of our ports and surrounding cities and territories such as parks, caves, protected areas, protected fauna and flora etc. While the route should describe natural resources and its beauties and encourage tourists to visit such areas, it should at the same time be educative in its core. Tourists should not be encouraged to make a harm to these resources but be educated in a way how it should be protected for future generations.
- 5) **ROUTE OF ARCHITECTURE** - route connecting the most impressive architectural achievements in our ports and surrounding cities and territories, including churches, palaces, fortresses, castles etc. While many such places are often visited by tourists and are attracting mass tourism flows (e.g. Venice and Dubrovnik) it does not mean there are no other such places in less known parts of our port-cities or

their hinterlands that are as impressive and can attract tourists and relieve flow of mass tourism in some of our port-cities. At the same time, similar to naturalistic route, it should be an educative route where tourists should be educated in a way of protection of those buildings for future generations.

- 6) **ENTERTAINMENT ROUTE** - route describing festivals, music entertainment, night life etc. Festival and music or other similar entertainments does not necessarily mean modern and much visited festivals etc. but also cultural offers in those categories that are not as much known for tourists. It may mean middle age music festival, or church music festival or medieval tournament in the port-city hinterland that are not as known to tourists as they are to local populace. As mentioned before, it should be ensured that partners that choose this route do not focus on mass tourism and well know touristic offers, but to offer an alternative that shaped our ports and port-cities in what they are today.
- 7) **FOOD AND DRINKS ROUTE** – this is probably one of the well-established things in our ports and surrounding territories but route describing Adriatic cuisine and production of local foods and drinks (wine, olive oil etc.) does not need to be connected with mass tourism. It should focus on the less known destinations, maybe offer tours in the port hinterland visiting winery or olive oil production or other food production for the ports and port-cities. It could offer also a tour of the fish market or similar. The goal is not to make a mass tourism flows but to offer an encouragement to the local economy and locally produced goods to tourists.

- 8) **RELIGION AND TRADITION ROUTE** - route describing religious routes and pilgrims, religious art and music, religious traditions in specific places etc. While many of these routes and places are famous, there are as many, if not more, that are unknown to regular tourist. The goal of this route would be to discover a less known places and crafts connected with religion and tradition in our ports and port-cities.

- 9) **UNESCO ROUTE** - the route collecting UNESCO world heritage and protected sites. While many UNESCO sites are well known to regular tourists, there are many that are unknown or less known. Those can be presented in a way that will ensure that they are protected for future generations.

- 10) **UNKNOWN ROUTE** – the route discovering an unknown treasure of our ports and port-cities – for example, a route describing what is found underwater or underground when even partners conducting the route are not sure what will be discovered.

All described routes are, as mentioned, subjected to changes. At least 7 routes will be chosen by partners, but, if there are interest, more than 7 can be chosen. Of the 7 (or more) chosen routes, at least 2 will have to be cross-border routes.

It should be mentioned once again that partners should not focus on well-known and mass visited places, but to focus on unknown or less known facts and places. The goal of this project is not to enhance mass tourism flows, but to reduce the overwhelming



dependence of the main Adriatic touristic destinations on massive coastal tourism, that put at risk the social and economic resilience of local communities.

5. TOOLS

ADRIJOROUTES project is using digital tools to enhance the visitor experience of our destinations. As such, our tools and contents must be compatible with Internet use, on the web or on mobile phone/tablets. The digital tools that ADRIJOROUTES partners should research and use in the creation of ADRIJOROUTES are as follows:

- **Texts** – a short (2000 character) texts descriptions of attractions we are presenting. A character limitation is here as we do not want to give a full historical account of our attraction but to attract tourists to explore more of what we are presenting. Long texts are often overlooked because tourists are not interested in reading a book. The text should be engaging, written in an easily understand form with important bits or key words being highlighted that will attract tourist attention and wake up his desire to learn more about our offer.
- **Sounds** – sounds can be as effective as a whole text if applied correctly. It can stir a memory or enhance a picture. It can also be used for visibly disabled people to tell them a story.
- **Pictures** – photographs, historical paintings, maps, etc. that are high quality (at least HD resolution) or higher. It can be picture of attractions, a picture of famous art or reconstruction of the same, a spherical photo etc.

- **Videos (and sounds)** – it can be used to create multimedia experience. Partners can use audio guides, video guides (for example, for hearing impaired people partners can create video guide with sign language), a short movie or video etc.
- **3D models** - to show a collection of objects, to build a virtual reconstruction, to plan a virtual restoration, for documentation purposes etc.

Beside digital tools, partners can use physical tools as well, such as guided tours through the city, 3D printers to print small models or replicas of some historical object etc.

More information about all tools can be found in REMEMBER document “*Technical specification tender of the VM*”.

6. TIMING

Deliverable D.2.1.1 “7 local sets of destinations and experiences” as well as Output O.2.1 “7 ADRIJOROUTES (at least 2 Cross-border)” should be finalized by the end of period 3. In order to succeed in preparation and launching of 7 ADRIJOROUTES on ADRIJO platform, partners are asked to have digital materials prepared by **beginning of Period 3 – February/March 2025.**

By **September 2024** partners should deliver their decision of what material will be prepared for ADRIJOROUTES (description of material to be delivered) and in what ADRIJOROUTE material will be included. At that time, partners should decide together, during an online meeting, who will lead which route as that will include preparation of the common part for that route as well.

The timing for whole WP2 is presented below:

No.	Deliverable	P1	P2	P3	P4	P5
D.2.1.1	7 local sets of destinations and experiences					
D.2.1.2	1 report of onsite assessments by involved partners					
D.2.2.1	ADRIJOROUTES pilot action guidelines					
D.2.2.2	ADRIJOROUTES pilot action final report					
D.2.3.1	1 immersive cultural experiences campaign in 3 languages					
O.2.1	7 ADRIJOROUTES (at least 2 Cross-border)					



ANNEX 1 – Template for creating ADRIJOROUTES

This annex should be filled in by each partner **by 15th September 2024**.

- 1) Please describe each material you will produce for WP2 – ADRIJOROUTES. Please be specific – describe the form of material (text, sound, video, picture, 3D models etc.) and the nature of the presented item (description of the things you will present) as well as where you would like to include it (which route). You may indicate a new route if you do not consider that existing routes are enough, but then please also specify the route description. Please note that everything is maritime heritage so we do not have that route as such, but more specific routes. For example: presentations of 3 fortresses in the hinterland of port-city XY. The fortresses are from the age of 1500-1700. We will present them through text, video and pictures. The fortresses should be included in Route of Architecture.
- 2) Please indicate what route(s) you would like to lead. If possible, indicate more than one route so we can choose easier which route you will lead. If we have more than one partner interested in same routes but none in others, we will have to decide who will lead which route so your willingness to indicate more than one route can make it easier to decide.

<p>Partner no. and institution name</p>	
<p>1. Please describe your contents</p>	
<p>2. Please indicate what route you are willing to lead</p>	

