



Università
Ca'Foscari
Venezia

PROJECT ACRONYM AND TITLE: ARCA ADRIATICA, Protection, promotion and touristic valorisation of Adriatic maritime heritage

FUNDING PROGRAMME: INTERREG ITALIA – CROAZIA 2014-2020

CALL: Call 2017 Standard

SCIENTIFIC FIELDS: Environment and cultural heritage

HOST DEPARTMENTS: DSU – Dipartimento di Studi Umanistici

SCIENTIFIC RESPONSIBLE: Carlo Beltrame

FINANCIAL DATA:

Project total costs	Overall funding assigned to UNIVE
€ 3.168.790,00	€ 306.080,00

ABSTRACT:

The main aim of the project is the development of a common tourism product, based on the principles of social and ecological sustainability which, at the same time, valorises, preserves, protects and promotes the rich maritime heritage of the border area. Within the area of the included partners, the project will maximally protect the existing material and intangible maritime heritage and systematically exploit it through a series of measures, in order to develop and revive a common tourism product. Thematic tourism is a trend in the world and contrary to the massive one, which is currently dominant in the coastal area of both states, it is not connected to the summer period, that is, tourists love it and wish to consume it in periods when there are no crowds. Therefore, ideal to solve the general problem of tourism seasonality. Crossborder cooperation multiplies the effect, because the common development guarantees a greater quality, successfulness and exchange of tourists. Maritime heritage is a large, unexploited tourism potential for both countries, which are rich in small-medium coastal cities with presence of local ports most of time representing authentic “treasures” with great potential appeal, and to be therefore enhanced and preserved. Considering the tourists trend in changing their habits, becoming more and more mobile and wishing to visit several “authentic” places and states during their sojourn, in this context, the Adriatic region represents an area that tourist experience as a unique space. By developing and promoting a common tourism product we become a unique tourism area. Integral cross-border cultural-tourism products will connect contents, and increase the economic, social and cultural cross-border exchange. Tourism subjects will promote two cross-border regions as one integral cross-border destination, by promoting the regions similarities and the complementarities of the common cultural offer based on maritime heritage of local ports. The key results will be a greater visibility of the included destinations, an increased availability of the maritime heritage for all the society (virtual museum, outdoor museums, interpretation centres), an increased number of visitors in the cross-border area, an increased number of the permanently protected artefacts of the maritime intangible and material heritage (through the

interpretation centres, the virtual museum, the maritime heritage base, the technical characteristics of the vessel), an increase in the tourism infrastructure based on the maritime heritage (interpretation centres in Malinska, Cervia, Venice, Rovinj and Tkon), the renovation of little boats that will be live examples and exhibits in little ports and regattas, the increase in the number of educated children and visitors about the maritime crafts and skills (Academy of Maritime Crafts and Skills) and recognition of the entire coastal cross-border area, as one tourism destination (promotion campaign).

Planned Start date	Planned End date
1st July 2018	31st December 2020

PARTNERSHIP:

1 Primorje-Gorski Kotar County	Primorsko-Goranska (HR)	Coordinator
2 Municipality Of Malinska-Dubasnica	Primorsko-Goranska (HR)	Partner
3 Kvarner County Tourist Board	Primorsko-Goranska (HR)	Partner
4 Association And Ecomuseum "House Of Batana"	Rovinj (HR)	Partner
5 Municipality Of Cervia	Ravenna (IT)	Partner
6 Municipality Of Cesenatico	Forli'-Cesena (IT)	Partner
7 International Centre For Advanced Mediterranean Agronomic Studies - Mediterranean Agronomic Institute Of Bari	Bari (IT)	Partner
8 City Of San Benedetto Del Tronto	Ascoli Piceno (IT)	Partner
9 Ca' Foscari University of Venice	Venice (IT)	Partner
10 Zadar County Development Agency	Zadarska (IT)	Partner