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## II newsletter

Dear readers,

We are proud to present the second newsletter of the ADRIATIC ROUTE project!

We hope this newsletter will keep you update on the project progress of the last months, on the events organized within the Adriatic Route Project and on the results achieved so far.

Have a nice reading!

## Adriatic Route project in a nutshell

- The **Adriatic Route for Thematic Tourism** project has been financed in the framework of IPA Adriatic CBC Programme 2007/2013 – Measure 3.3 Communication Networks
- The **total budget** is equal to euro **1.784.484,22**
- Adriatic Route project started on **October 2012** and will end on **March 2015**
- **Five Countries** are involved for a total number of **6 Project Partner**

For more details, have a look to our project web site: <http://www.adriatic-route.com/>

## Project activities

### A general overview

Most of the Partners in the last months have been involved in the analysis of the existing situation in terms of resources and means for promoting thematic tourism in their territory. They also identified relevant good practices at local, regional, national and international level that will be used to extract proper benchmarks from those successful ones as well as to define their performance and competences in terms of promoting thematic tourism.

Partners also disseminated project's activities and outputs by presenting them in symposia, workshops, conferences, exhibitions and trade fairs.

### 1. REGION OF EPIRUS (LB)



Within Adriatic Route project, Region of Epirus prepared the deliverables for WP3.1 "Analysis of cultural and natural assets in Epirus Region", WP3.2 "Analysis of Geomorphology and Transport Infrastructure and Assessment of local ICT status", WP3.3 "Assessment of Initiatives for Promoting Thematic Tourism in Epirus region", WP3.4 "Collection of Good Practices on the Promotion of Thematic Tourism" and WP3.5 *Self-assessment tool (questionnaire) for evaluating competences and performance of the participating authorities in terms of promoting thematic tourism.*





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Region of Epirus presented the Adriatic Route project as a platform for promoting tourism in Adriatic area in the context of the Infoday "Journey in the world of volunteering" organized in the framework of the project VERSO on Thursday 5th of June 2014, in venue "Efterpi" in hotel Du Lac in Ioannina. Region of Epirus also presented Adriatic Route project in the 5th Exhibition of Tourism and Tradition, organized by Region of South Aegean, Region of Epirus and Regional Unit of Thessalia, on Monday 2nd of June in metro Syntagma in Athens.

## 2. PROVINCE OF PADUA (FB1)

The Province of Padua is giving its contribute to Adriatic Route Project carrying on several activities, mainly based on the study of the territory.



In specific, the Province is defining the cultural and natural resources present in the territory, analyzing the geomorphology, the infrastructure and the ICT status.

Thanks to this project, thematic tourism is being developed and supported, as it would delivers positive economic, social and environmental outcomes with consideration to the needs of the visitor, industry, community and environment. Promotion of gastronomy, cultural heritage, rural areas and related products and activities attract and amuse tourists.

The Province of Padua and its stakeholders recently shared two meetings: the first one took place on the 5<sup>th</sup> February 2014 and the second one on the 4<sup>th</sup> April 2014 in which there were also the responsables of "GAL PataVino", "Gal Bassa Padovana" (GAL: local action group) and "DMO Padova" (DMO: destination management organization).

### St. Antony Basilica





### 3. DUNEA (FB2)



On 27th July DUNEA I.l.c. presented the concept of the future Museum of winemaking in Putnikovići. Architectural solutions on the existing building are presented in Putnikovići on the Peljesac peninsula. The project documentation for the future museum is financed through the project Adriatic Route. Members of the Adriatic Route team used that opportunity to represent Adriatic Route project to all interested stakeholders.



Conceptual design of the future museum was presented by a team of experts - Ivona Michl the curator, architect Ivana Dabrović and designer Maro Krile. The main emphasis is on interactive exhibition that would be changed with the seasons, with the special accent at the architectural sense, fitting the story to the environment, using natural materials. Final documentation was completed in August. After the presentation, participants visited the building itself.

### 4. SERDA (FB3)



Third partners project meeting was held in Sarajevo on 16 and 17 July 2014. The main topics on meeting were: review of the work done so far and expenses realized according to the new budget reallocation, Spending forecast and procurement plan of all partners and Quality Assurance Manual, Communication Plan, Newsletters & material needed Web Site and samples of brochures, leaflets, working packages WP3, WP4 and WP5, overview on implemented activities and deadlines within each package.

Beside these topics, it was discussed on next meeting of the partners and date of it.



On 18 September 2014 SERDA organized second workshop within ADRIATIC-ROUTE project. Workshop was attended by representatives of relevant stakeholders – Ministry of economy of Canton Sarajevo, Tourism association of Canton Sarajevo and Federation of BiH and municipalities within Sarajevo Macro region. It was dedicated to presentation of the project, its aims, results and activities, whilst second was focused on Sarajevo Macro region and tourism in Bosnia and Herzegovina in general.



Following topics were presented and discussed: Presentation of applicable policies and strategies in the field of tourism and List of potential new thematic tourism products.

Also, project was presented on other events within European projects:

- Year-round tourism in mountain destination of B&H and Montenegro
- Integrated tourism action plans for SEE excellence – INTOURACT

## 5. MUNICIPALITY OF SARANDA (FB4)



In the frame of the ADRIATIC ROUTE Project, Municipality of Saranda organized a tour of meetings with local stakeholders to promote thematic tourism in the region in order to finalize consultation with stakeholders as indicated in WP4.

The tour of meetings called "Meeting with local business – Promote Thematic Tourism" was organized during March – April and it was concluded with the launch of the Tourism Season in May in Saranda. The meetings were initiated by Mayor of Saranda Municipality, Mr.

Stefan Cipa, who was accompanied in the meetings by Adriatic Route project staff and some of the directors of Saranda Municipality.



Participants of the meetings were entrepreneurs, local business owners and traders of mussel production, a bio product of water of Lake Butrint, known for excellent values, not only within the country, but also outside it. During the activity an open invitation was made by the Mayor to the entrepreneurs to promote local values of the region and sensitize the citizens about the importance of the tourism in the local economic development.

Other meetings in which Adriatic Route project was presented were organized in the Town Hall of Saranda, on the eve of 2014 touristic season. Participants were executives and key representatives of important local institutions. The purpose of these meetings was to provide information about the Adriatic Route Project and Thematic Tourism during the touristic season to coordinate labor between institutions in order to achieve a successful touristic season.



## 6. MARCHE REGION (FB5)



In the framework of Adriatic Route project, Marche Region completed all the documents and reports concerning the analysis of cultural and natural assets of the region and regional geographic characteristics as well as the analysis of the status of transport infrastructure in the area. The reports also focused on the assessment of local ICT status and the identification of relevant initiatives promoting thematic tourism in the region.

According with the project work plan, these information will be then collected into a Mediterranean web-GIS platform, main output of the project, that will be used to improve visibility of the tourism products of the regions participating at the project.



Marche Region, in its role of WP2 Responsible, also coordinated all the dissemination activities of the project in particular with regards to the development of the project brochure.

Last April 2014 Marche region also presented Adriatic Route project within a three-days regional capacity building seminar named “Like Tourism” (<http://www.liketourism.it/>). The event, attended by more than 2000 visitors, aimed at enhancing the touristic operators’ capacities on tourism market’s processes, methods and technological tools.

### A focus on Province of Padua’s thematic tourism initiatives

The province of Padua offers a wide variety of touristic resources: spending holidays in Padua means to follow classic itineraries from historical museums, religious heritage and the ancient city centre with its historical and fascinating buildings; while the castles and villas emanate a sense of history and culture.

Padua is one of the most charming and dynamic towns in Italy. The whole territory of the province boast a wealth of medieval, renaissance and modern architecture; here a fascinating mix of historic and new, of centuries-old traditions and metropolitan rhythms creates a unique atmosphere.

Below we list a samples of initiatives for the promotion of thematic tourism in Padua territory.

### Inter-Territorial Cooperation Project Tur Rivers - Initiative funded by the Rural Development Programme for 2007-2013 Veneto, Axis 4 - Leader

The aim of the project is to promote rural tourism in the territories of the plain, still not much useful, including the triangle of Eastern Po Valley, interested by the presence of the two largest rivers of Italy, the Po and the Adige, bounded by the great tourist destinations such as the cities, the areas of the seaside



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tourism in the Adriatic Sea or lake Garda. It is therefore to capture and direct the classic tourism, well developed in the areas adjacent to the territories of the partner LAGs through the development and enhancement of slow mobility interprovincial trails.

**Project R.EM – Rural Emotions - Initiative funded by the Rural Development Programme for 2007-2013 Veneto, Axis 4 - Leader**

Through this transnational cooperation project, cultural itineraries were created, landscapes and works related to artists born or raised in those areas, or works of writers and poets whom travelled through these territories.

**Consorzio Promozione Turistica Padova – some initiatives**

The Touristic Promotion Consortium of the Province of Padua organizes curious initiatives:

- Burchiello – a romantic cruise among the Venetian Villas of Brenta Riviera from Padua towards Venice and viceversa, among art history and nature.
- Padua by boat along the inner waterways of the city, coasting the historical Renaissance walls.

**Consorzio Terme Euganee – some initiatives**

Consorzio Terme Euganee organizes and manages events in the area of the Euganean Hills like Nordic Walking excursions in the Euganean Hills, Lyrical Concerts and many others.

**Wine Consortiums – some initiatives**

The Colli Euganei Docg and Bagnoli Doc wine consortiums organize events along the entire year period in order to promote, with their products, the beauty and tradition of the territory. Two important events are:

- “Note di Gusto con Autore” : gastronomic events mixed with poem and classical music;
- “Notte Bianca...e Rossa” – wine and food tour.

**Veneto & Sapori web portal**

Veneto & Sapori is a web portal that help to find the best food and wine producers of the Veneto territory. In the portal experts tell about wines and restaurants and answer to all food and wine lovers.

**Vinifiera exhibition**

In November an important appointment takes place: three days in which the public meet the winemakers directly discovering and knowing the stories, traditions, smells and flavors. Vinifiera attracts around 50.000 visitors each year giving the opportunity to producers to promote local wine.

**Province of Padua – some initiatives**

The Province of Padua promotes thematic tourism and events through:

- A magazine containing the events, monuments, happenings and things to see and to do





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- A web page where are described all the cultural events, shows proposed by Local Councils and Associations and coordinated by the Province of Padua



- Padova Card, which allows you to use public transport, parking and gives you access to the main attractions in Padua



Let's talk now about what you can do in Padua during the period from May to November: you can share dinner with friends in beautiful small villages looking to a breathtaking landscape, try the best wines and typical dishes from the Euganean Hills, have a nice walk admiring spring flowers, or you can dare your friends in the St. Anthony Marathon!

### In Spring....

- "Spring Festival": it's a traditional culinary festival - **Teolo, Saccolugno, Vigodarzere**
- "Asparagus Festival": it celebrates the beginning of asparagus season - **Codevigo**
- "Gnocco Festival": typical first italian dish - **Teolo**
- "Este in flower": flower festival - **Este**
- "May Festival": spring festival - **Arquà Petrarca**
- "Regional strawberry, fruit and vegetables and flowers festival": it's the main exhibition fair and one of the most important festival in the upper Padua, with a thirty-year history and a program able to draw thousands of visitors - **Camposampiero**
- "Ham Festival" - **Montagnana**
- "St Antony Marathon" - **Padua**
- "Eco Ride": 30 km of ecological ride through country roads and streets visiting cultural sites - **Conselve**
- "Seeding Rice festival": enhancement of the locally produced rice by the distribution of different types of risotto - **Gazzo**
- "Flower festival": flower market and furnishing - **Rovolon**
- "Bigoi Festival": You can taste traditional dishes of the Venetian cuisine, food stands, music, sporting events, charity raffle - **Torreglia**





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**In Summer...**

- “Beer festival”: food stand, tasting of various types of beer, charity raffle - **Saccolongo**
- “Frog festival”: gastronomic stand with fried frogs and frog risotto - **Gazzo**
- “Country festival”: country theme party with music, dancing and games - **Bagnoli di Sopra**
- “Polenta and musso festival”: Traditional festival dedicated to cornmeal mush and donkey - **Este**

**In Autumn...**

- “Sweet potato feast”: they prepare typical dishes: mostly dumplings and pies, but there are other culinary surprises - **Anguillara Veneta**
- “Maroni festival”: convivial festival with chestnuts and mulled wine - **Teolo**
- “Suca Baruca Festival”: folk festival with exposure of pumpkins, race pumpkin carving by children, animations and entertainment - **Piove di Sacco**
- “Jujube Feast”: celebration of local product: the jujube - **Arquà Petrarca**

**In Winter...**

- “Gallina di Polverara e Gallina Padovana Market and Feast”: Enhancement of fine breed of Polverara poultry. The historic center of the town is filled with food and wine stalls with local crafts, renewable energy hall, book fair, photo contest, exhibitions of paintings, Festival of the districts - **Polverara**

