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III newsletter

Dear readers,

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

This newsletter will keep you updated on the project progress of the last months, on the events organised within the Adriatic Route Project and on the results achieved so far.

Each month, the last session of the newsletter will focus on thematic tourism activities and events organised by one specific project partner.

This month is the time to know more about thematic tourism initiatives organised by Dubrovnik Neretva Regional Development Agency (DUNEA).

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 **September 2015**
- **Five Countries** are involved for a total number of **6 Project Partner**

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

Project activities

A general overview

Most of the partners completed the analysis of the existing situation in their area in terms of resources and means for developing thematic tourism in their territory.

This analysis allowed each partner to draft their Strategic and Operational Plans (SOPs), a document aiming at promoting thematic tourism among the areas involved in the project in an integrated and efficient way. A benchmarking questionnaire for evaluating competences and performance of local authorities and institutions in terms of promoting thematic tourism was also finalised and spread among partners' major stakeholders.

The SOPs will be integrated with data collected through questionnaires and with suggestions gathered through a direct consultation with local major stakeholders in each project area, that will be undertaken during the regional conferences that will be organised by each partner.





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Partners followed the dissemination activity of Adriatic Route project, objectives and outputs, during symposia, workshops, conferences, exhibitions and trade fairs.

Below, a brief summary of the major activities carried out in the last months:

1. REGION OF EPIRUS

The Lead partner finalised the tender procedure for the development of a WEB – GIS Platform which will improve visibility of tourism products of participating regions. It is now proceeding with the implementation study of the platform, which will be shared with partners at the beginning of the new year.

2. PROVINCE OF PADUA

The partner prepared common guidelines to be shared with all other project partners on how to organise a regional conference and a capacity building seminar for the development of the final SOPs. Province of Padua is also involved in the realisation of the Green Paper for the Promotion of Thematic Tourism in the Adriatic area, which will be delivered by the end of January 2015.

3. REGIONAL DEVELOPMENT AGENCY OF DUBROVNIK NERETVA COUNTY (DUNEA):

The partner organised a regional event with the aim to increase the level of common perception on thematic tourism and to create a network of interested participants and indirectly affected stakeholders. During the event, a specific session was dedicated to the presentation of Adriatic Route Project.

4. SARAJEVO ECONOMIC REGIONAL DEVELOPMENT AGENCY (SERDA)

The partner has been collecting the different documents describing the existing analysis produced by each partners, in order to provide useful guidelines and inputs for improvement, based on the best practices highlighted by partners.

5. MUNICIPALITY OF SARANDA

The partner has worked on the final versions of the documents describing the existing situation in terms resources and means for promoting thematic tourism in their area.

6. MARCHE REGION

From 3 to 5 October, Marche Region organised a three days regional conference to promote thematic tourism in the region, with a focus on tourism routes related to the theme “Spirituality and Meditation”. During the conference, the SOP was also presented to the public.





A focus on DUNEA's thematic tourism initiatives



The main initiative carried out by **Dubrovnik Neretva Regional Development Agency DUNEA** is the development of rural areas of Dubrovnik - Neretva County and the valorisation of its tourism offer through an integrated approach. The Tourism Development Strategy for Dubrovnik - Neretva County has defined five

clusters in the county. These actors are taken into account in the implementation of activities aimed at the development of rural tourism. The tourist offer of rural areas has a common title "**Rural Dubrovnik - Neretva**" and all related activities refer to it. (More information available at the web page:

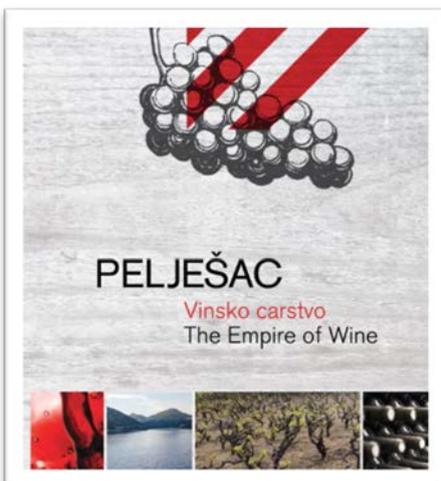
<http://www.rural-dubrovnik-neretva.hr/hr>.

Major activities are listed below:

A Dubrovnik Neretva County Thematic - Tourist Routes

In recent years Dubrovnik Neretva County launched a series of activities to establish the first thematic routes in the county. Activities are regulated according to a set of rules such as: a common definition of thematic tourist routes, the minimum requirements of the tourist offer along the route, the minimum requirements for the designation of a route, the minimum requirements to be met by entities which are incorporated into the content of the route, the minimum requirements for tourism services provided along the route, and the proclamation of the road. In order to create a route, it is necessary to define participants and beneficiaries, marking the brown tourist signs, create promotional materials, web pages and common promotional activities to be carried out by the members. A tourist route "Pelješac – Empire of wine" was established.

Palijsac – Empire of Wine: The Pelješac Peninsula is one of Dubrovnik- Neretva County's rural tourism offer. The richness of this region – which includes enological and gastronomical excellences to cultural and natural attractions - makes it an ideal destination for a pleasant and active vacation. For this reason, Dubrovnik-Neretva County established its first thematic tourist route in Pelješac, on the basis of its most valuable resource: the wine.



A guide has been produced to give visitors the possibility to discover the most hidden corners of "Empire of Wine" route. Every winery and wine tasting establishment, agro-tourism facilities, and restaurants are listed on the guide, as well as outstanding examples of cultural heritage, events calendar, and local shops.



In the coming year, Dubrovnik Neretva County will continue with activities that aim to design the thematic tourist routes in **the Neretva valley**, and in other areas of the county: Korčula, Mljet, Lastovo, Primorje and Konavle. In order to improve promotion, GIS portals and mobile applications for thematic - tourist routes in DNC will also be developed.

Dubrovnik - FestWine

Viticulture and enology in Dubrovnik-Neretva County have a very important role, not only as one of the most important agricultural sectors but also as an increasingly important part of the tourism sector. In



total, there are seven vineyards located in Dubrovnik-Neretva County, such as the indigenous wine varieties plavac mali, pošip, grk and dubrovačka malvasija are mostly present.

The specific geographic location of the vineyards guarantees the quality of the wine, recognised at national and international level, through the protection of the geographical

position of Dingač vineyard received back 1961 and of Pošip, Korčula and Postup in 1967. After the success of Dubrovnik FestiWine, held in April 2014, preparations for 2015 edition have already started.

The second regional wine festival Dubrovnik FestiWine will take place from April 20 to 26 2015, in the atrium of Klarisa restaurant. A Wine exhibition will be the central event of the Festival and will take place in the atrium of the restaurant Klarisa from 24 to 25 April.

The exhibition will be preceded by some wine events: wine competition Dubrovnik FestiWine Trophy, wine pairing with Ston oyster (*Ostrea edulis*) called Blind Date, Dubrovnik wine week featuring Wine Friendly establishments, and other cultural events and workshops. DUNEA is working to involve local communities, especially Dubrovnik restaurants, in the organisation of the festival.

More at <http://www.dubrovnikfestiwine.com/en/>

Dubrovnik – Neretva County Traditional Products

In the course of last year Dubrovnik Neretva County defined seven traditional local culinary products: *Dubrovnik prosciutto, Dubrovnik cheese, "bruštulani" almonds, "arancini", "mantala", Dubrovnik dried figs and Neretva dried figs*. The traditional technology of production is defined as well as packaging design.

Based on the results of a market research, a marketing program was designed. Finally, in order to promote and sell Dubrovnik Neretva County's traditional products it was created a quality label called "Quality Dubrovnik-Neretva Rural". This label could be requested by producers that meet the quality standards to officially certify the quality of their products. These seven traditional products will be showcased as best



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examples for the next round of workshops for interested producers that will take place in 2015, together with further promotion activities of Dubrovnik Neretva County's traditional products.



These efforts will encourage new business initiatives that will lead to the increase in the production and sales of traditional products in Dubrovnik Neretva County's tourism market, the enrichment of local tourism products, the increase in employment and income in rural areas in Dubrovnik Neretva County.

