

HERCULTOUR

HERA TRADEMARK, CULTURAL TOURISM ROUTES AND VISITOR CENTRES STRENGTHENING
PROGRAMMA DI COOPERAZIONE TRANSFRONTALIERA INTERREG V-A ITALIA-CROAZIA
FINAL NATIONAL CONFERENCE IN ITALY

Project results

RIMINI | 21 Agosto 2019



HERCULTOUR

THE HERCULTOUR PROJECT AND THE CAPITALIZATION OF THE HERA PROJECT

LOVRO JURIŠIĆ

ZADAR COUNTY – LEAD PARTNER

THE VISITOR CENTRES OF "ROMAGNA EMPIRE"

PROJECT RESULTS

CHIARA ASTOLFI

DESTINAZIONE TURISTICA ROMAGNA

THE DEVELOPMENT OF A EUROPEAN CULTURAL ROUTE ON THE ROMANS IN THE ADRIATIC

STEFANO DALL'AGLIO

ECONSTAT

CONCLUSIONS

GIACOMO COSTANTINI

ASSESSORE AL TURISMO COMUNE DI RAVENNA

CONSIGLIERE DESTINAZIONE TURISTICA ROMAGNA

THE PROJECT

The Tourist Destination Romagna, in 2017, participated in the definition of the project HERCULTOUR, which was presented in the first call for projects Standard + (improvement of existing projects) of the Interreg Programme Italy Croatia.

The Hercultour project is a capitalisation project that aims to strengthen the results already achieved by the previous HERA project, creating an integrated tourist offer, enhancing the cultural and natural beauty of the territories bordering the Adriatic and promoting seasonal adjustment.

The project has been financed by the new Interreg Programme 2014-2020 Italy Croatia, with a total funding of € 1.176.467,40 of which € 164.999,60 to the Tourist Destination Romagna.

Hercultour partners

LEAD PARTNER:
ZADAR COUNTY (HR)

PARTNERS:
Consorzio Punto Europa di Teramo (I)
Primorje- Gorski Kotar County (HR)
Šibenik-Knin County (HR)
Dubrovnik-Neretva Region(HR)
Destinazione Turistica Romagna (I)
ASDU di Teramo (I)



HERCULTOUR

HERA TRADEMARK, CULTURAL TOURISM ROUTES AND VISITOR CENTRES STRENGTHENING

THE HERCULTOUR PROJECT AND THE CAPITALIZATION OF THE HERA PROJECT

LOVRO JURIŠIĆ
ZADAR COUNTY – LEAD PARTNER



TOURISM of Adriatic HERitage

MANAGEMENT AND PROMOTION OF SUSTAINABLE
TOURISM OF THE COMMON CULTURAL HERITAGE

Objectives achieved with the previous HERA project :

- Development of 12 cultural routes and tourist packages to diversify seasonal tourism
- Awareness of the main stakeholders for a greater awareness of cultural tourism and its contribution to the economy of the territory
- Creation of 10 VISITORS' CENTRES with virtual presentations of the developed paths
- Creation of a HERA label for the management of cultural sites

HERCULTOUR

HERA TRADEMARK, CULTURAL TOURISM ROUTES AND VISITOR CENTRES STRENGTHENING

THE VISITOR CENTRES OF "ROMAGNA EMPIRE" PROJECT RESULTS

CHIARA ASTOLFI
DESTINAZIONE TURISTICA ROMAGNA

ARIMINI

caput viarum



Arimini Caput Viarum is an innovative Visitor Center dedicated to the storytelling of Rimini Romana. An exhibition-multimedia itinerary that allows visitors to get to know, share and interact with the cultural heritage of Rimini Romana through the use of technology.

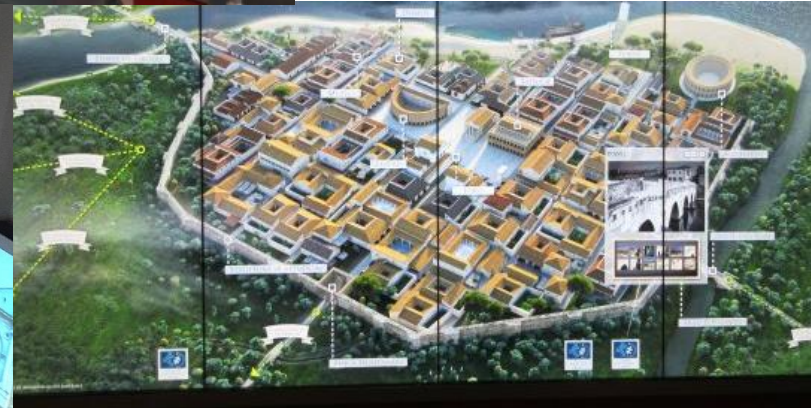


The archaeological site of the Ancient Port of Classe, is one of the most important ports of call in the Roman and Byzantine world. The route begins in the Visitor Centre where a merchant of the time tells the story of the city through multiple projections on the wall and floor.

Output HERA Adriatic - Visitor Center of Parco Archeologico di Classe - Ravenna



HERA Adriatic - Visitor Center ARimini Caput Viarum



HERA Adriatic – The network of Visitor Centres



The HERCULTOR OBJECTIVES

1. To encourage the development of a new tourist product that combines the different cultural and historical heritage of the localities in a single cultural path with an international character.
2. To encourage the transition from the traditional 3S tourism model (sun, sand and sea/sun, sand and sea) to a more experiential and conscious 3E tourism (Entertainment, Environment, Education/ Entertainment, nature and education)
3. To stimulate and expand the enhancement of tourist destinations full of history and culture, but still little known to the public, in order to mitigate the strong difference that is recorded between the crowding of the summer months and the loneliness of the winter ones
4. To increase the visibility of existing local tourist routes

The project actions in which the Tourist Destination Romagna is involved

1. Information and updating for cultural, museum and tourist operators in Ravenna and Rimini through training sessions
2. Further improvement of the technological instrumentation and accessibility of the visitor centres of Ravenna and Rimini
3. Promotion of the cultural sites of Ravenna and Rimini with the creation of printed materials and their dissemination at national and international level
4. Dissemination of materials through national newspapers, trade fairs, events, tourist promotion desks

The project actions in which the Tourist Destination Romagna is involved

5. Participation in the Scientific Committee of the project, which laid the foundations for an international cultural journey on the Adriatic Sea on the theme of Roman antiquities
6. Dissemination of project results and establishment of new national and international partnerships for the development of the international route

Main project results

With regard to information and updating activities aimed at cultural, museum and tourism operators in the territories of Ravenna and Rimini through training (Work Package 3)

We have organized two workshops for operators in the tourism sector:

- Rimini: 31/01/2019 and 5/02/2019 for the presentation to stakeholders of the "Handbook of interpretation of cultural heritage" edited by Andrea Vugrinovic for the Region Dubrovnik-Neretva (HR)
- Ravenna: 26/07/2019 on the themes of Romagna Empire and the actions and instruments of tourism promotion
- Guided tours of the Roman sites of Romagna have been carried out

Main project results

As regards the activities aimed at improving the technological equipment and accessibility of the Visitor Centres of Ravenna and Rimini (Work Package 4)

The development and improvement of the Visitor Centers has been carried out in order to increase the usability of the contents.

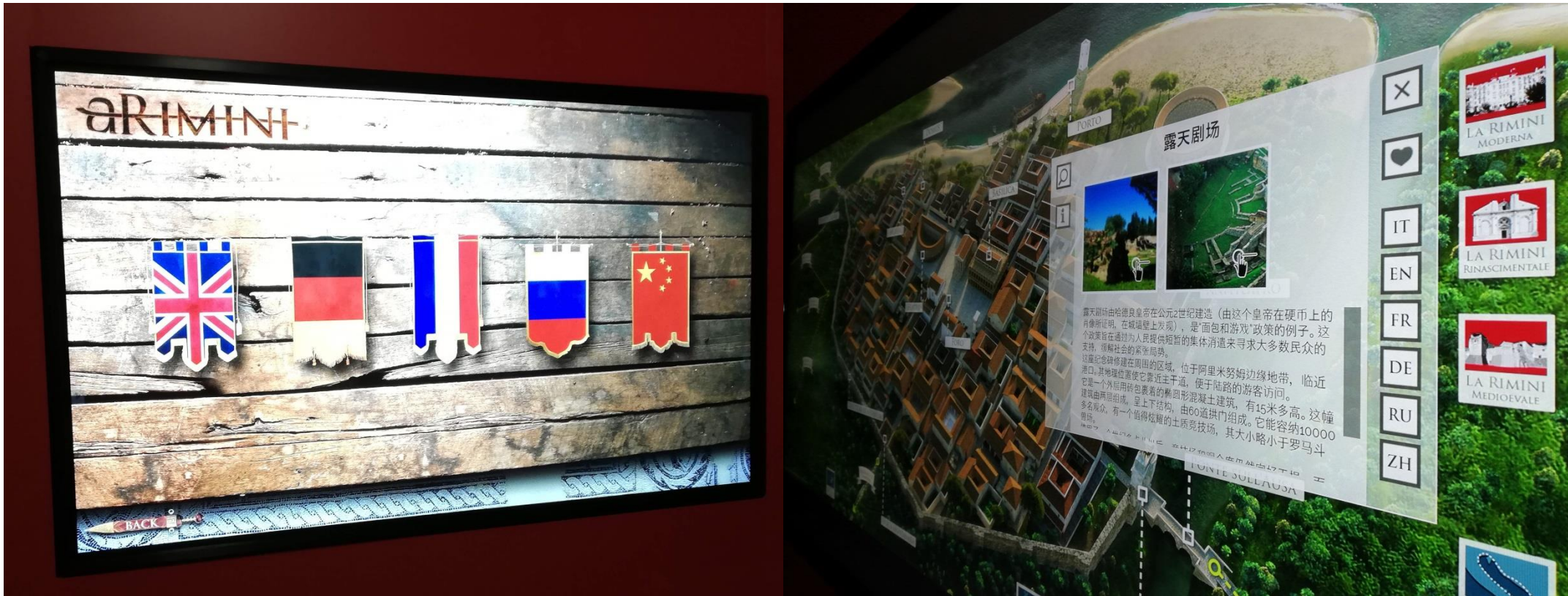
Accessibility to the contents of the Visitor Center has been extended and improved through the acquisition of the following services and equipment:

- Translation and related production of multimedia contents and paper tools in 4 additional languages: German, French, Russian, Chinese.
- Purchase of a new multitouch support on which the new video contents and the new language translations have been inserted.

Main project results

- Purchase of tablets with content insertion to improve the activity of operators in charge of guided tours
- Purchase of 50 radio guide kits for the implementation of the Visitor Center "HERA" OF CLASS OF RAVENNA and guided tours of the new Museum CLASSIS RAVENNA connected to the Old Port of Classe

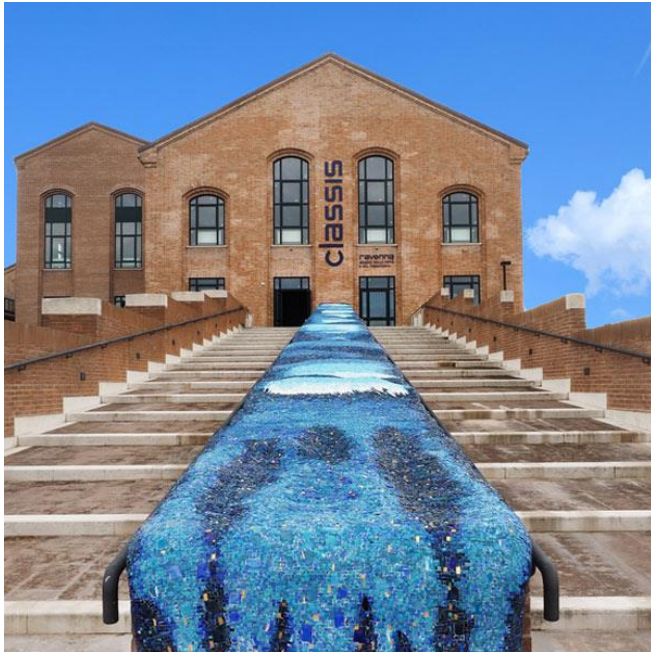
Main project results



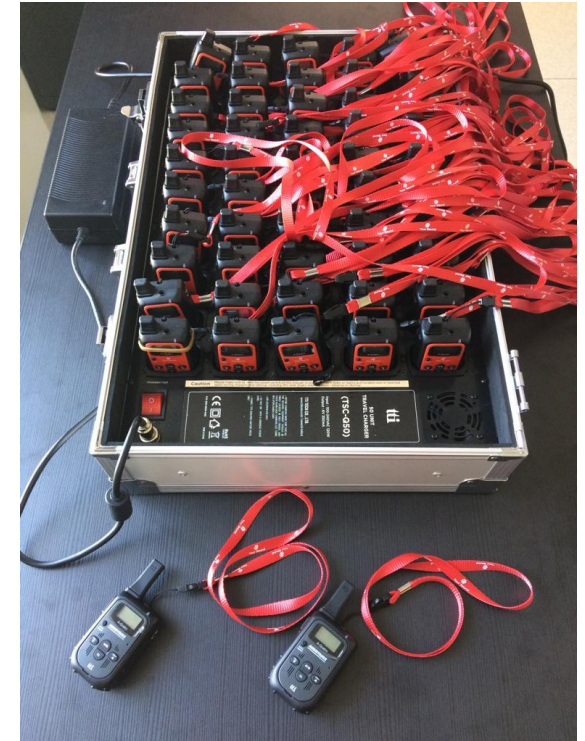
Main project results



Main project results



50 Receiving radio guides kit for the implementation of the Visitor Center "HERA" OF CLASS OF RAVENNA and the guided tours of the new Museum CLASSIS RAVENNA connected to the Old Port of Classe



Main project results

Promotion of the cultural sites of Ravenna and Rimini with the creation of printed materials and their dissemination at national and international level (Work package number 4.2)

We have identified a tourist product that links the destination with the Roman Empire, birth and decay and under the brand Romagna Empire we have developed 4 tourist routes, starting from the two visitor centers - "Arimini Caput Viarum" and "Antico Porto di Classe" - relate the main archaeological sites and museums of the thematic area of interest. The way in which the 4 itineraries are represented has been identified on the basis of the indications provided by the "Manual for the interpretation of the historical and cultural heritage", which indicates that the interpretative approach goes beyond the merely informative function of the information tools to create a link with people, through imagination, suggestion and narration, stimulating curiosity and the desire for discovery and study. This is the premise behind "Romagna Empire in quattro racconti": four excellent narrators - Julius Caesar, Augustus, Eutiches, Galla Placidia - become the protagonists of as many stories, resulting from the imaginative pen of the writer Matteo Cavezzali, already appreciated and awarded for his literary works with a historical background.

Main project results



Romagna Empire: the main archaeological sites and thematic museums

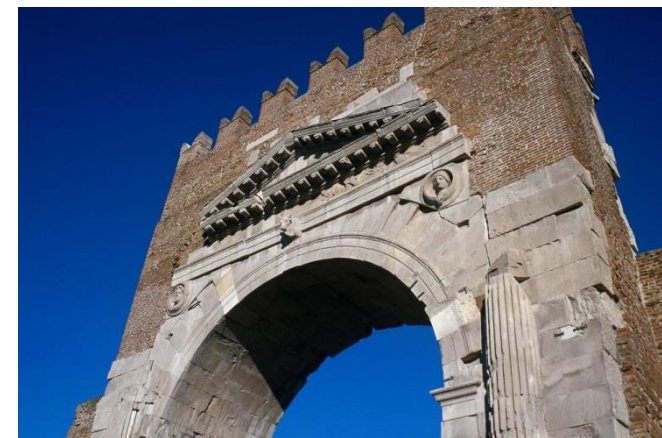
- Comacchio - Museo Delta Antico
- Ferrara - Museo Archeologico Nazionale
- Classe - Antico Porto e Visitor Center
- Salina di Cervia e Musa-Museo del Sale
- Classe - Museo Classis
- Ravenna Domus Tappeti di Pietra
- Ravenna TAMO-
Tutta l'avventura del mosaico
- Mausoleo di Galla Placidia
- Russi - Villa romana



Main project results



- Savignano sul Rubicone – Ponte romano
- San Giovanni in Compito - Museo Archeologico
- Bagno di Romagna - Thermae di Sant'Agnese e sorgenti romane
- Forlì - Museo archeologico Tobia Aldini
- Sarsina - Museo Archeologico Nazionale Sarsinate
- Rimini Visitor Center Ariminum Caput Viarum
- Domus del Chirurgo e Museo
- Foro
- Arco d'Augusto
- Ponte di Tiberio
- Anfiteatro romano

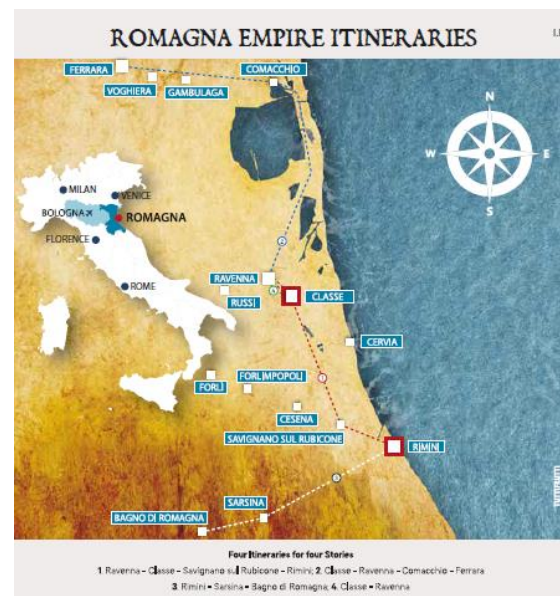


Main project results. "Romagna Empire in four stories"



Romagna Empire in quattro racconti

Il piacere del viaggio sulle tracce della storia



www.riminiromana.it/en/romagnaempire

Matteo Cavazzoli, author of the four stories, is a writer from Ravenna. His book "Icarus, Rhea and Fall of Raul Cardini" (Minimum Fax, 2010) won the Vigorelli Prize for First Literary Work. Stefano Tassinari Prize. His plays have been performed in Italy and overseas.

Photos: Emilia-Romagna Museum Hub Archaeology, Art and Landscape Authority for the Provinces of Ravenna, Forlì-Cesena and Rimini

Heritage project is co-financed by the European Union from the European Regional Development Fund - www.federaleuropeo.it

This publication reflects the author's views. The Programme authorities are not liable for any use that may be made of the information contained therein.



Main project results. "Romagna Empire in four stories"

Dissemination

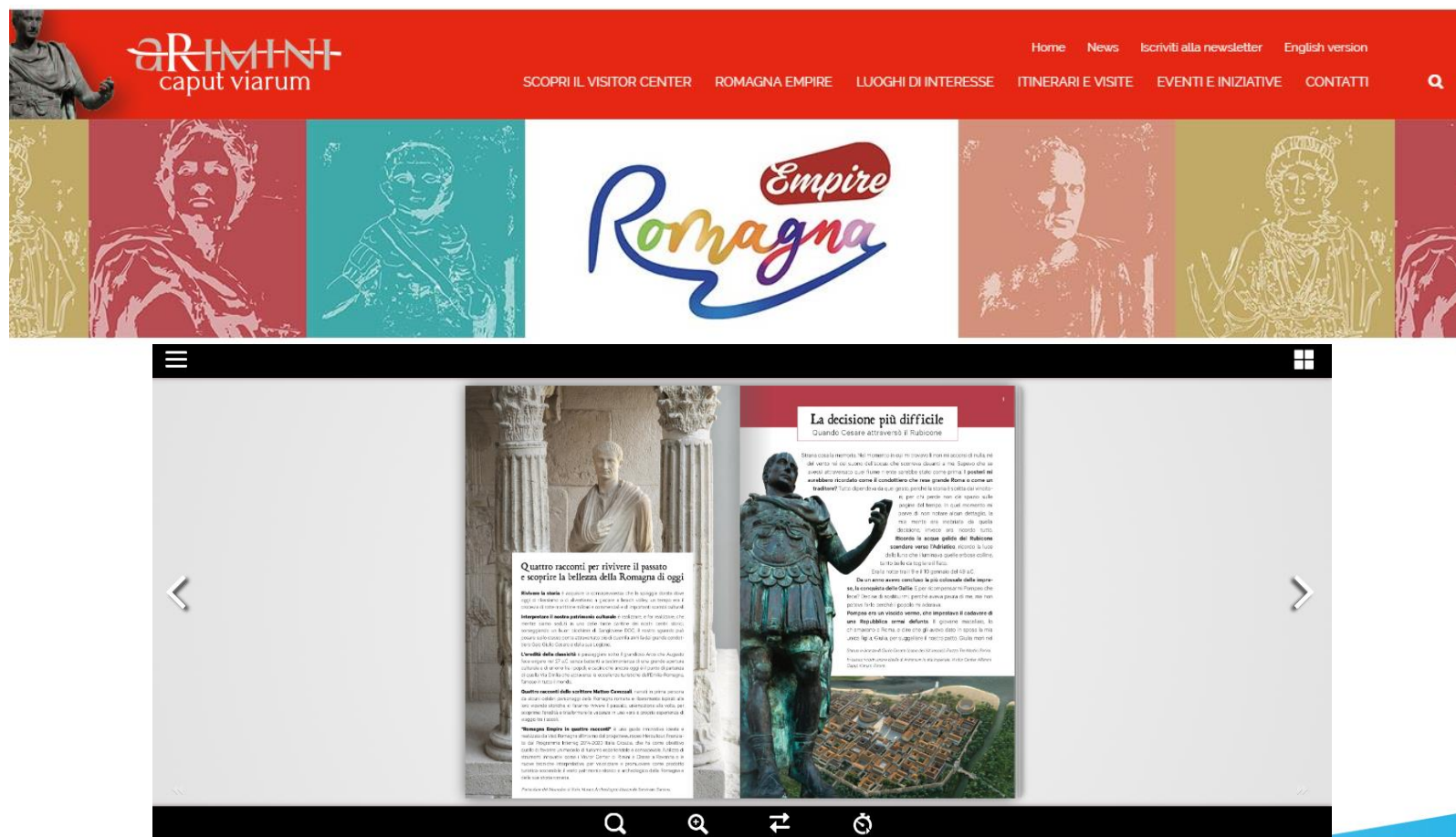
Print: 529,000 copies (Italian, English and German)

Distribution:

- Attached to two magazines
 - "Friday" of Republic (22/03/2019)
183,000 copies
 - "IO Donna" Corriere della Sera (30/03/2019)
251,000 copies
- throughout the network of regional IAT offices
- in the main tourist fairs in Italy and abroad
- in the main cultural events in the area



Main project results. "Romagna Empire in four stories"



Main project results.

ADVERTISING

ADVERTISING CAMPAIGN, BOTH TABULAR AND PUBLIC, ON PAPER AND DIGITAL MEDIA.

Media: weekly, monthly and web portals

Contents: visit itineraries dedicated to the Visitor Centres and the Romagna Empire, tailor-made holiday proposals for different targets.

Audience: general public, cultural and for people working in the specific sector of work.

Period: September 2019

HERCULTOUR

HERA TRADEMARK, CULTURAL TOURISM ROUTES AND VISITOR CENTRES STRENGTHENING

THE DEVELOPMENT OF A EUROPEAN CULTURAL ROUTE
ON THE ROMANS IN THE ADRIATIC

STEFANO DALL'AGLIO
ECONSTAT

HERCULTOUR

HERA TRADEMARK, CULTURAL TOURISM ROUTES AND VISITOR CENTRES STRENGTHENING

CONCLUSIONS

GIACOMO COSTANTINI

ASSESSORE AL TURISMO COMUNE DI RAVENNA
CONSIGLIERE DESTINAZIONE TURISTICA ROMAGNA



Grazie per l'attenzione!

HERCULTOUR

HERA TRADEMARK, CULTURAL TOURISM ROUTES AND VISITOR CENTRES STRENGTHENING

LUCIJA AUŽINA
ŠIBENIK-KNIN COUNTY – PROJECT PARTNER