



PROJECT

SMART Heritage

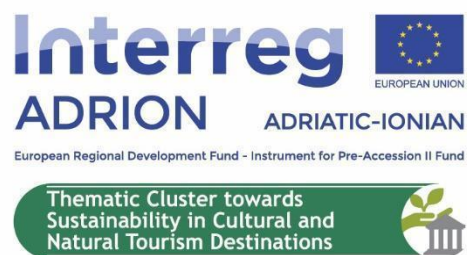
Output T3.1 Cultural heritage assets digitalized

Output T3.2 Innovative unique cultural tourism products

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Output:	T3.1 Cultural heritage assets digitalized T3.2 Innovative unique cultural tourism products
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IDENTIFICATION SHEET

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1 Introduction

This document aims to be used as a report for Project Output T3.1 Cultural heritage assets digitalized and Output T3.2 Innovative unique cultural tourism products.

The digitalization of cultural heritage is a postulate for modernization and for multimedia presentation in an innovative way. It is necessary to make possible the protection, availability, and easier searching of these assets. Digitalization is implemented through:

- Selecting the cultural heritage assets to be digitalized;
- Preparation of the list of priorities according to the criteria value and urgency of digitalization;
- Upload the digitalized content, in English and the native language of the partners, on the EXPERIENCE HERITAGE Platform;
- Translation of other partners' digitalized content from English to the native language of the partner concerned.

Multimedia presentation of cultural heritage consists of multimedia solutions, graphical design, interactive story, pictures, and audio design. Preliminary design is prepared in cooperation with experts in the interpretation of cultural heritage, project management, and design. The process of work on the preliminary design includes interpretive planning, developing thematic units and subunits, defining the thematic structure, conducting an integrated design, and developing an action plan.

A dedicated SMART HERITAGE Film will be realized as a permanent digital tool that will remain at disposal of the partners and cultural institutions involved, which are committed to showing this film permanently and periodically. The film will be also uploaded on the EXPERIENCE HERITAGE platform.

The working groups for creative and innovative tourism defined a new product in each participating territory representing common cultural heritage by implementing the following activities:

- Identification of the tourist attractive elements/topics of cultural heritage;
- Selection of the most important elements that represent authentic content and support the image of the project area as a cultural tourism destination;

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- Creation of interpretative content;
- Design of the product/experience, by linking cultural heritage with the culture of everyday life, especially with gastronomy offer and local products, linking past and present, tradition and modernity, and connectivity with other compatible forms of tourism;
- Identification of the attributes defined by the uniqueness of the product, and the concept of branding;
- Defining the manner of presentation and promotion of the product.

The report will try to provide answers to the following questions:

- What is the aim of the output on cultural tourism?
- How the output was developed and implemented?
- How does the output contribute to the SMART HERITAGE overall goal?
- How does the output contribute to ADRION Interreg Programme?
- What the future holds for the SMART HERITAGE Project?

2 NUTS Concerned

LP Nuts 1 EL, ELLADA - Nuts 2 EL64 - Nuts 3 EL642

PP2 Nuts 1 AL, ALBANIA - Nuts 2 AL00, - Nuts 3 AL000

PP3 Nuts 1 IT, ITALIA- Nuts 2 ITH5 - Nuts 3 ITH58

PP4 Nuts 1 BA, BOSNIA AND HERZEGOVINA- Nuts 2 BA00 - Nuts 3 BA000

PP5 Nuts 1 IT, ITALIA - Nuts 2 ITF6 - Nuts 3 ITF65

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3 SMART HERITAGE cultural heritage digitalized

3.1 The aim of the cultural heritage digitalized

The SMART Heritage project, through the Route and the digital applications, creates a unique tourist product and highlights the common cultural heritage. The Adriatic-Ionian area is the new cultural tourism attraction. A unique cultural tourism destination. Young people, tourist operators, and visitors can visit and live a unique experience before even visiting the Region. It helps them select their points of interest and plan their trip.

A new approach, and a new demand for quieter, safer, personalized destinations, and bespoke limited-capacity services are on the rise. Destinations like the ADRION region, need to actively promote their unique, sensory-rich tourism offering.

3.2 The development process of the cultural heritage digitalized

The Work Package leader PP3-Municipality of Forli drafted three different reports with guidelines for the digitalization of the cultural assets and shared the document with the partners. The first guidelines described in detail the hardware and software that the external expert of each partner should use and the technology needed for the creation of the digital assets. The second report described the process of creating the virtual tours, the web application. The third report presented the procedure for the design of the holograms and the video mapping.

In general, cultural heritage dealing institutions digitalized their cultural heritage assets.

The LP, Development Agency of Evia made a web app with the digitalization of the cultural route of Hercules. The thirteen points of interest in the Region of Evia and Central Greece have been digitalized by photos 360°, photos, and videos. The application is available online and the visitor could take a virtual tour at every point of interest. The municipality has digitalized more than many cultural assets available in different formats such as 360° photos, JPG images, and 3D models.

In detail:

- **Hydrotherapy Centre of Edipsos Baths EOT (Edipsos, Evia)**
 - 360o photography of the interiors to create a 360o Virtual Tour.
 - 10 photos of the exterior of the building
 - 10 photos of the interior

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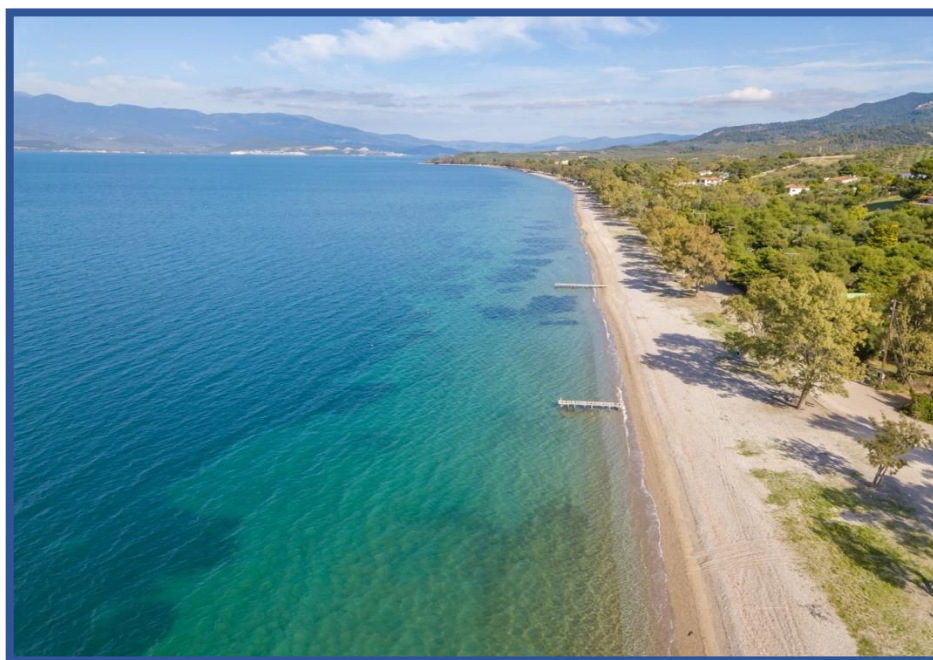
- 40 photos of the springs and the cave
- **Folklore Museum of Nea Artaki**
 - 360o photography of the interiors and 360o photography of the exteriors to create a 360o Virtual Tour
 - 10 photos of the exterior
 - 10 photos of the interior
 - 100 Photos of the Folklore Collection
- **Lyceum of Hellenic Women of Chalkida**
 - 360o photography of the interior and 360o photography of the exterior to create a 360o Virtual Tour
 - 10 photos of the exterior
 - 10 photos of the interior
 - 50 photos of the Folklore Collection
- **Avlonari, Evia**
 - 360o Panoramic Photography
 - 10 Photos of the Venetian Tower and its surroundings
- **Lichadonisia**
 - 360th Panoramic Photography
- **Drakospita**
 - 360o Panoramic Photography
 - 360o interior photography for the creation of a 360o Virtual Tour.
- **Eretria**
 - 360o Panoramic Photography
- **Chalkida**
 - 360o Panoramic Photography
 - 10 Photos of Karaba Castle
 - 10 Photos Red House
- **Thebes, Boeotia**
 - 360o Panoramic Photography
 - 10 Photos Monastery of Stagmata
- **Mount Oiti**
 - 360th Panorama Photography

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- 50 Photos Grove of Hercules

Sample photos





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For the presentation of the Digitized Content/Artifact, taking into account the latest developments in the field of tourism and the shift of more and more museums around the world to the possibility of virtual tours, especially in a post-Covid-19 era, a virtual tour was created in the Cultural Route "Hercules".

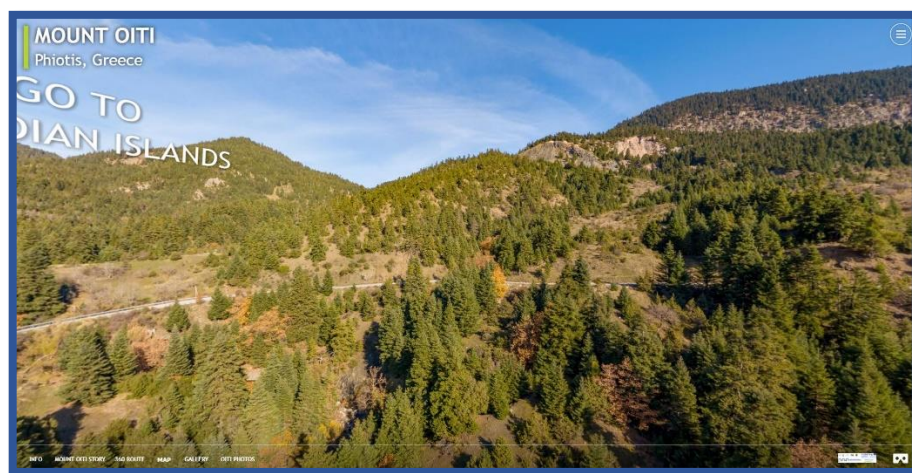
In detail, a single web-based application was created to narrate the feats and the course of the Self-Guided Tour, which provides:

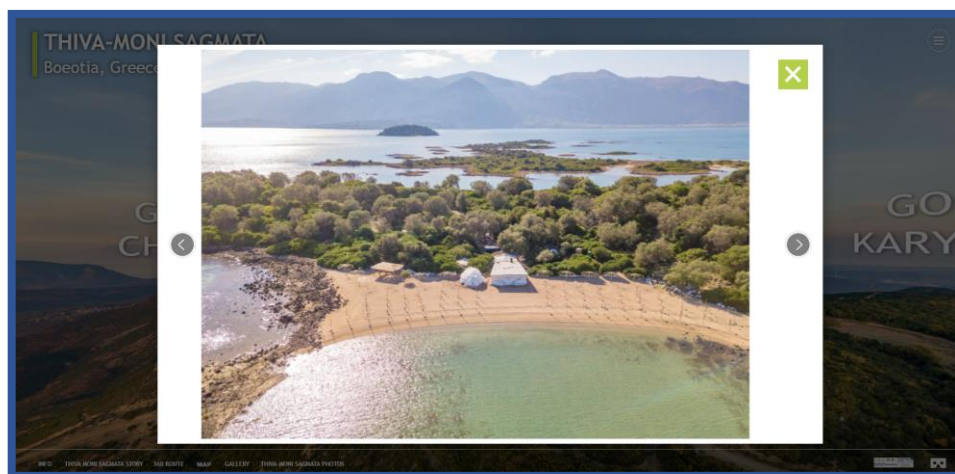
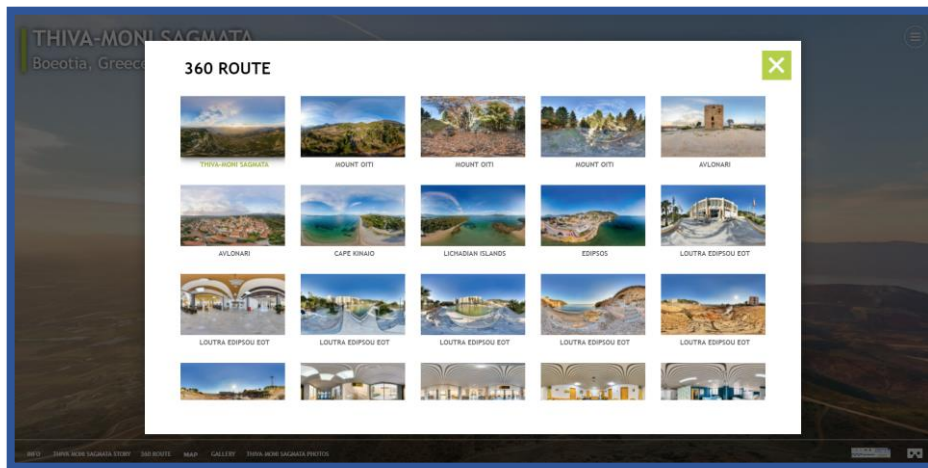
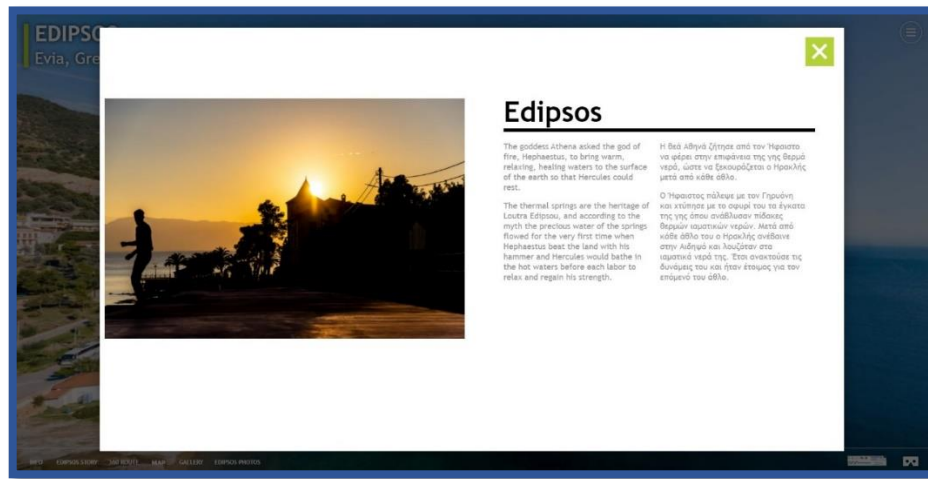
- Menu for easy navigation of points of interest
- Interactive Map in which the user can select the point of interest he/she wishes to visit and navigate to it.
- The application is in English and Greek
- Each point of interest has highlights, pop up icons, captions, titles, and descriptions
- Accessible from devices such as (Computers, Mobiles, and VR Headset)
- Interoperability link to the central project platform

The virtual tour is available at the following link:

<https://herculesheritage.vrproductions.gr/>

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PP3 the Municipality of Forli made a video mapping along with a hologram application.

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A map with 12 Points of Interest was created to walk the visitor along the streets of the historic center of Forlì in search of Caterina Sforza.

The twelve points of interest were valued as follows:

1. **Piazza Saffi:** Video with narrator and subtitles, photographic slide-show of the buildings in the square and in particular of the Palazzo Albertini, Palazzo Comunale, the loggia, etc., insertion of the 3D reconstruction of the main square during the 1400 and 360 ° of the Sala delle Ninfe at the Town Hall;
2. **Abbey of San Mercuriale:** Video with narrator and subtitles, photographic slide-show of the outside of the church and the interior with photographs of the funeral monument of Barbara Manfredi, 360 ° of the inside of the church if necessary;
3. **San Mercuriale Bell Tower:** Video with narrator and subtitles. Photographic slide show of the bell tower and cloister;
4. **Civic Tower - Treatment:** Video with narrator and subtitles, a photographic slide show of the Tower;
5. **Cathedral of the Holy Cross:** Video with narrator and subtitles, photographic slide-show of the exterior of the church, and the interior including photographs of the Madonna della Ferita, the Madonna del Fuoco, and the wooden crucifix, the realization of the 360 ° shots of the interior of the church;
6. **Church of San Biagio:** Video with narrator and subtitles, a photographic slide show of the exterior of the church, and the interior including the Palmezzano triptych, the possible inclusion of the 3D reconstruction of the Feo chapel;
7. **Canale Ravaldino:** Video with narration and subtitles, a photographic slide show of the visible points of the canal, map of the underground canal;
8. **Monastery of the Tower and Church of Santa Maria della Ripa:** Video with voice narrator and subtitles. Photographic slide show. Insertion of the 3D reconstruction of the monastery in the Renaissance period;
9. **Church of the Holy Trinity:** Video with narrator and subtitles. Photographic slide show of the exterior of the church and the interior including the fresco attributed to Melozzo degli Ambrogi. Insertion of the 3D reconstruction of the church and surrounding places in the Renaissance period;

- 10. Casa Palmeggiani:** Video with narration and subtitles. Slide show with photographs of the facade and details (capitals), insertion of the 3D reconstruction of the area in the Renaissance period, and any reconstruction videos with actors from the Melozzo workshop provided by the Client;
- 11. Palazzo Monte di Pietà (Guasto degli Orsi):** Video with narrator and subtitles. Photographic slide show of the front of the building and the back;
- 12. Rocca di Ravaldino:** Video with narrator and subtitles. Photographic slide show. Insertion of the 3D reconstruction of the fortress in the Renaissance period.







The virtual tour is available at the following link:

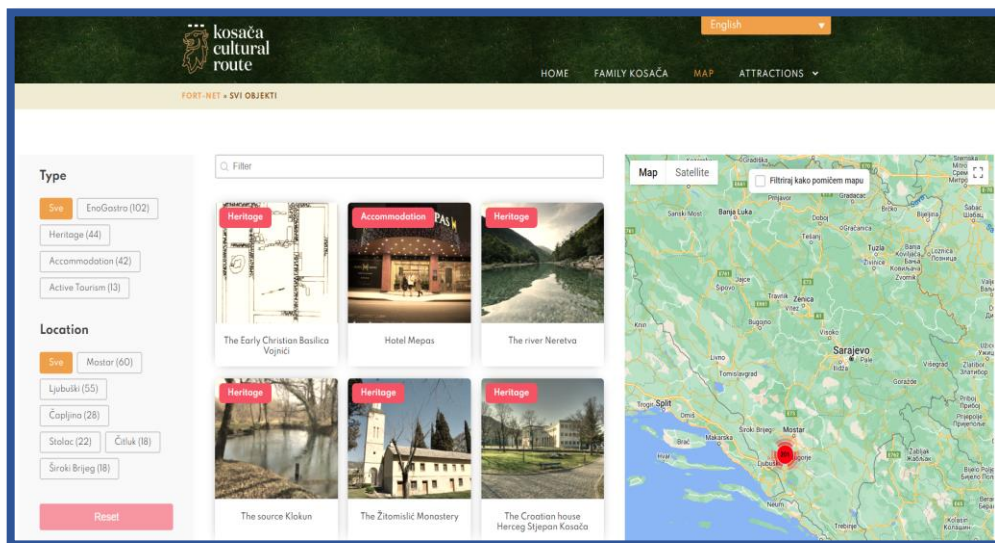
<http://teche2.sg-host.com/>

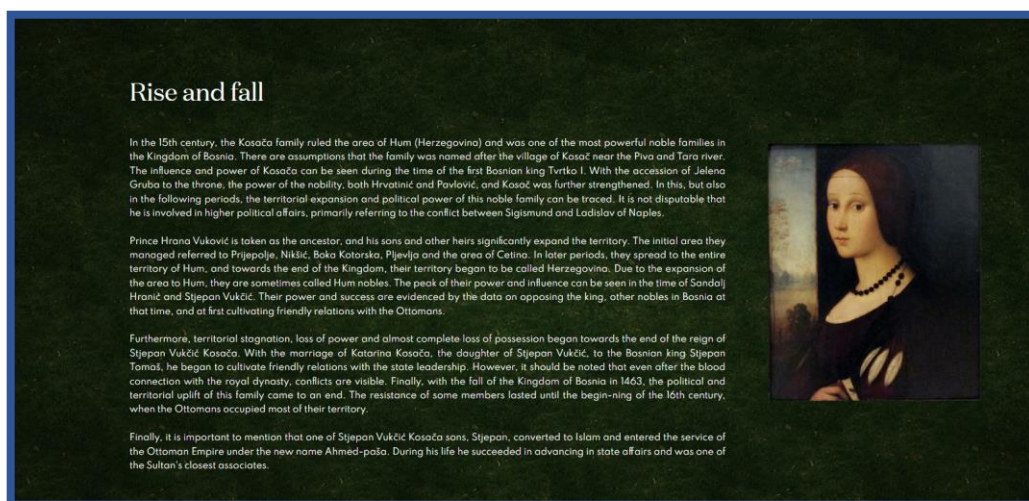
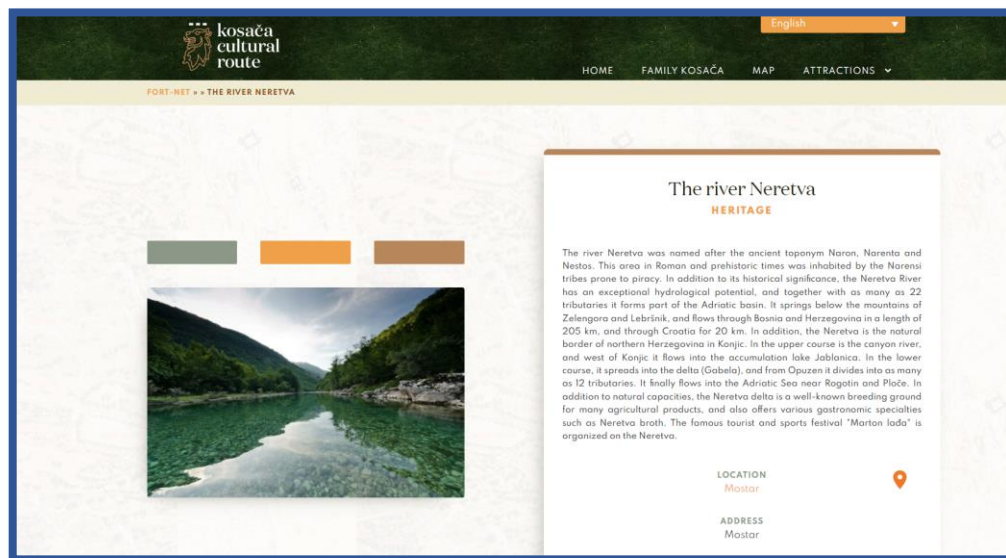
PP4 the University of Mostar, as a project partner, created the Cultural Route Kosača and digitalization of ten main assets that are part of the route. Ten important locations from the region, connected to the Kosača family were filmed in a 360° Virtual tour. For the development of a multimedia application, a prerequisite was to make a design for the application, as well as a 360° Virtual tour (3D experience) for the 10 main assets on the route, with the option of navigating through 360° photos.

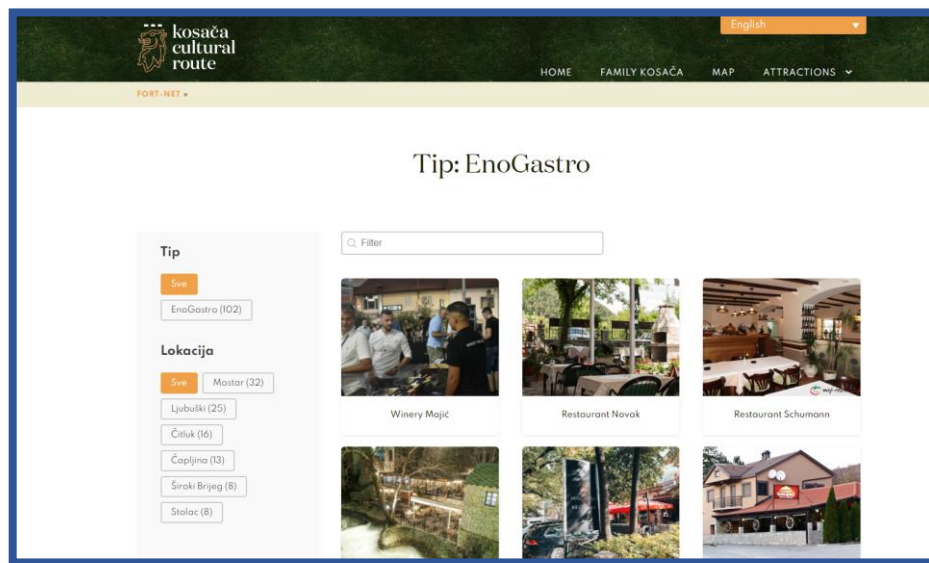
In detail, the multimedia application was built in a WordPress CMS that is intuitive to use and manage content. Multimedia platform administration supports the creation of administrative roles with various restrictions on viewing and editing content. The multimedia application was adapted for display on smaller screens.



Also, a three minutes video was made showing the story through the ten different locations highlighted by this project. Shots from all locations are included and follow the instructions provided by this project.



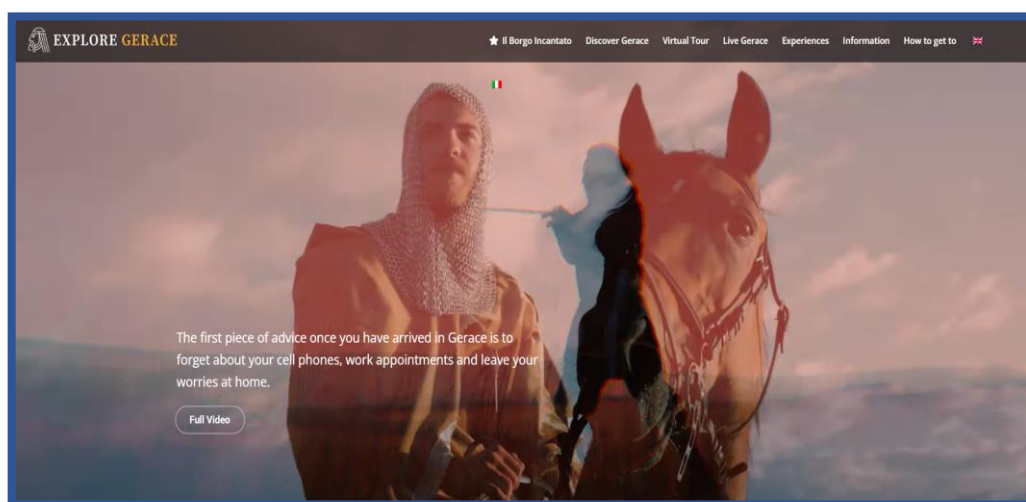


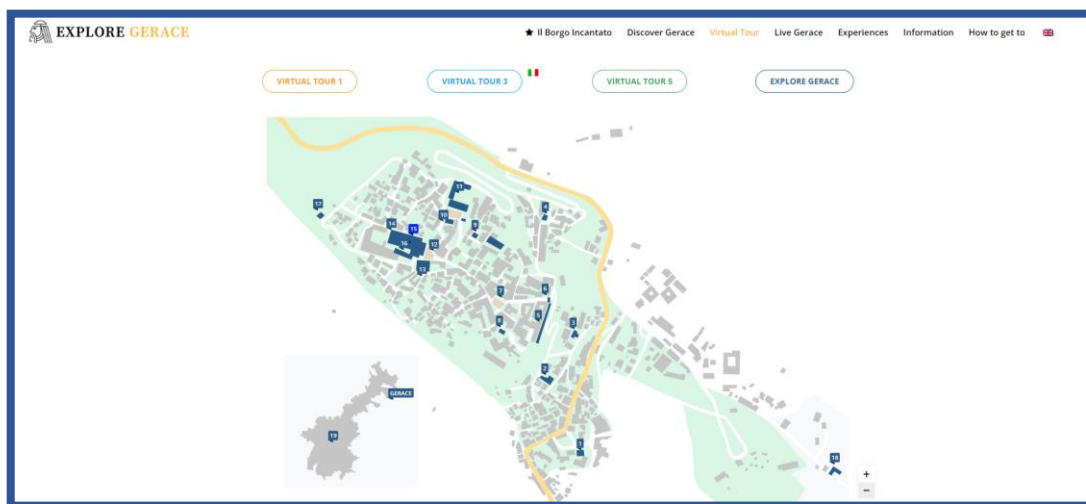
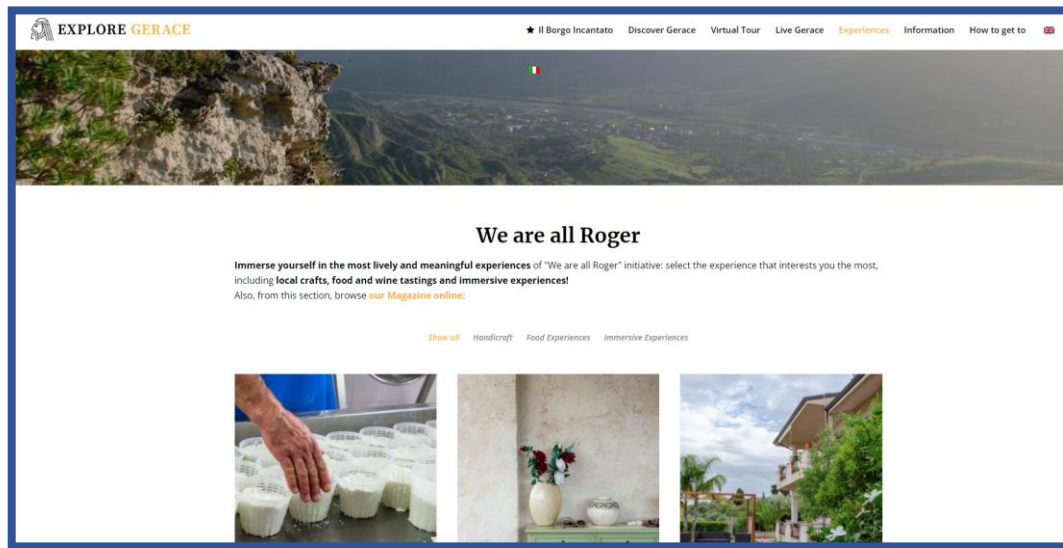


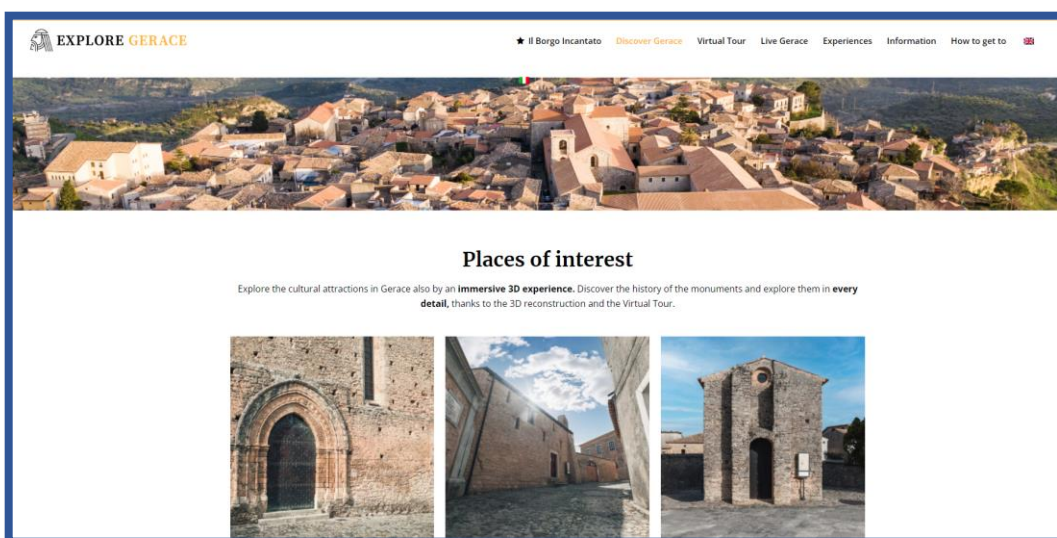
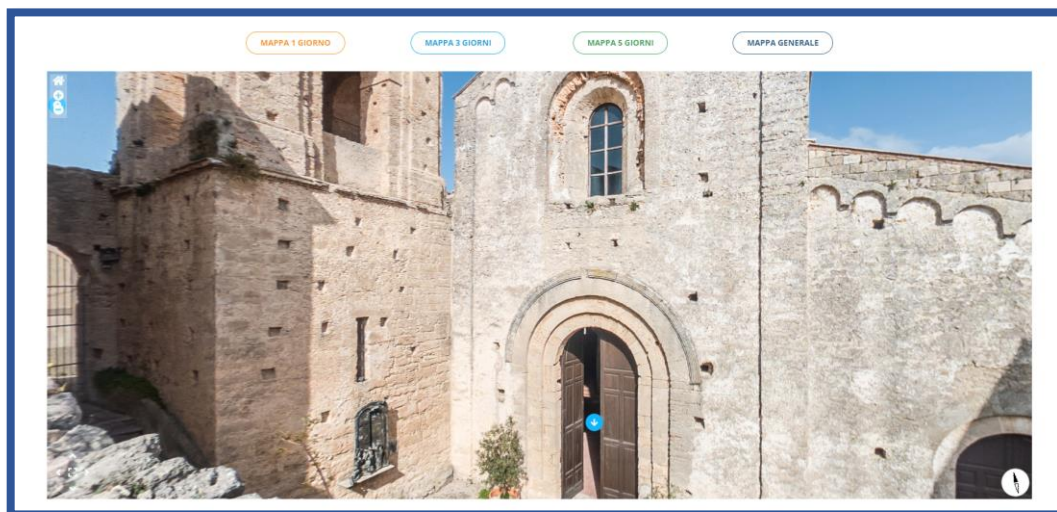
The virtual tour is available at the following link:

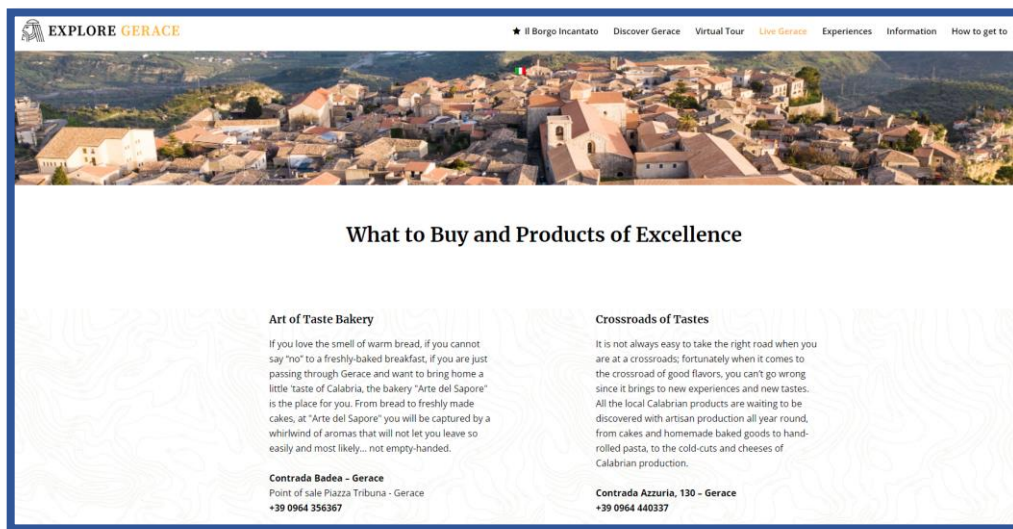
<https://kosaca.ba>

PP5 The municipality of Gerace made a web application with the digitalization of the cultural route points of interest in Gerace. The digitalization has been done by photos 360° of the most important monuments and by 3D technology for five historical places. A hologram of Roger I is a special video for a holographic projector that has a duration of 12 minutes. During these 12 minutes, the historical character of Roger I speaks about Gerace and his most important places and gastronomic tradition.









The virtual tour is available at the following link:

<https://exploregerace.it/en/>

PP2 - Albanian Development Fund has completed T3.1.1 Common cultural heritage assets digitalized, T3.2.2 SMART HERITAGE Film (contributed with providing photos), and T3.3.1 Report on the unique tourism product developed.

However, they were unable to complete T3.2.1 Multimedia applications including visualization technology, and T3.2.3 Applications using hologram and/or video mapping technologies. During the last months of the Project's implementation, ADF had been working on the Procurement for T3.2.1 and T3.2.3 Activities. The procurement was launched with minor delays, but in any case, it was launched sufferably. Unfortunately, the procurement procedure regarding the selection of the consultant for WP T3 was canceled because the Evaluation Committee found that none of the applicants fulfilled the criteria. Since then, the ADF project team has tried to implement the activities in house with their staff

3.3 Contribution to the SMART HERITAGE Project

The digitalization of the Regional Routes, the virtual tours, and the holograms complete the SMART HERITAGE project. These are the most critical tools/ pilot actions of the SMART HERITAGE Project as it illustrates the core innovative idea of tourism and cultural marketing on which the

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project is based. The virtual tours encourage the visitors to live the experience of each destination.

In addition, the project directs efforts of ADRIION stakeholders to the sustainable planning of physical/virtual settings and valorization and preservation of natural/cultural heritage, in which positive and memorable experiences are more likely to emerge, leading to positive outcomes, such as tourist loyalty. The SMART HERITAGE Project and its digital tools come to serve this objective.

3.4 Durability and Ownership

The digital tools of the SMART HERITAGE Program have been integrated into the project's Web Platform. The virtual tours, the applications, and the maps will remain in the ownership of the partners through the Web Platform for two to five years after the project end. Partners have engaged to provide the staff for implementing the proposed activities. Most of the Partners have taken into account the staff needs that the actions require and they intend to cover this internally while PPs are investigating alternatives to fund the Joint Strategy & Action Plan activities.

3.5 Follow up & Knowledge share

As it is mentioned before the virtual tours, the applications, and the Route are tools open and free to all, the aim is to be used by interested stakeholders who wish to adopt a new marketing approach for promoting their destination. In addition, any interested stakeholders get the opportunity to reach out to the Project Partnership to ask for information regarding the Project, and available tools such as the virtual tours.

4 The SMART HERITAGE Film

4.1 The aim of the SMART HERITAGE Film

The SMART HERITAGE Film is one of the main tools developed to demonstrate the Regional Routes, their cultural heritage, and natural beauty. The Film aims to present to potential visitors the Points of Interest (places to visit) in each Partner country in terms of their emotional features and to awaken the visitor's interests by offering a "taste" of the emotions they will experience by visiting each place.

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[The SMART HERITAGE Film](#)

4.2 The development process of the SMART HERITAGE Film

As part of the “WP T3 - Pilot Project”, project partners needed to create a video connecting the one local personality (historical or other) that had already been chosen as a reference point for all other cultural elements around it, with specific areas/buildings/monuments, etc. that all partners identified as the points of interest associated with the above mentioned “personalities”.

The responsible partner, the Development Agency of Evia, provided all partners with the necessary guidelines for making a high-quality video that will be used for the final deliverable, i.e., the video that consists of every partner’s presentation.

These guidelines also included a template to assist project partners to make a similar video template, within the same time frame, to achieve high - quality and homogeneity in the outcome.

The Film of the SMART Heritage Project is a 12’ video.

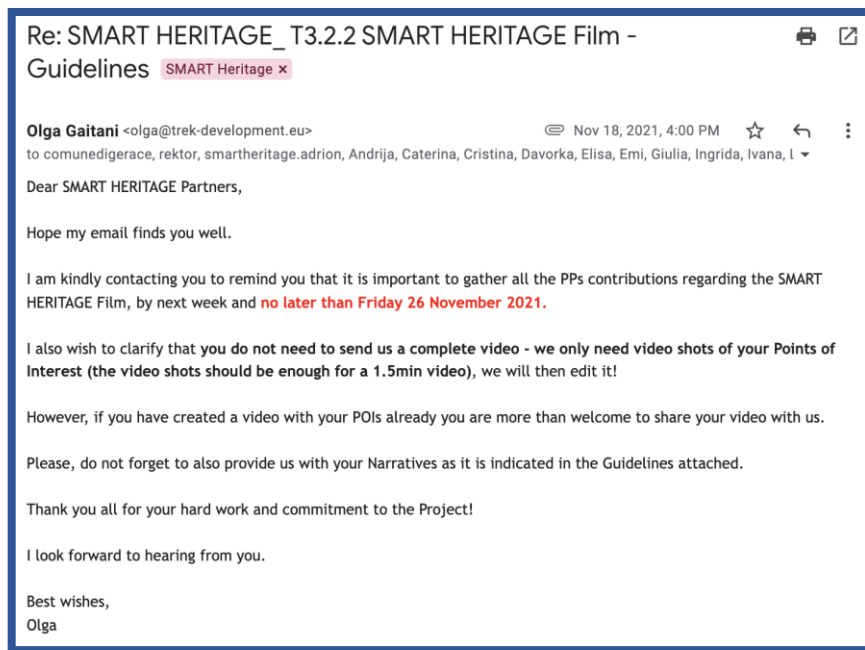
The main points for the development of the video are:

- Introduction: A brief description of the project, project’s partners, and main goals (Estimated duration: 1’)
- Each partner’s presentation:
 - Presentation of local personality (historical or other) 'in each participating region: Chalkida, Albania, Forlì, Mostar, and Gerace that has been chosen as a reference point. How the personality affected the specific area - its contribution (Estimated duration: 0,5’/ partner)
 - A video of the main Points of Interest 'in each participating region: Chalkida, Albania, Forlì, Mostar, and Gerace (Estimated duration: 1’/ partner)
- Closing: Connecting the different routes into one European Cultural Route (Estimated duration: 1’).

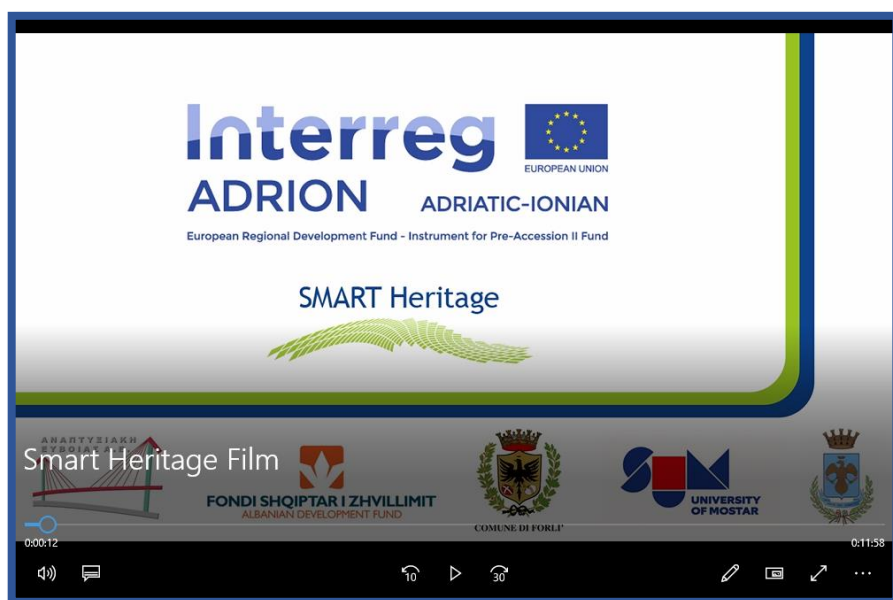
Moreover, the Development Agency of Evia drafted guidelines for the external expert on how to form the film content.

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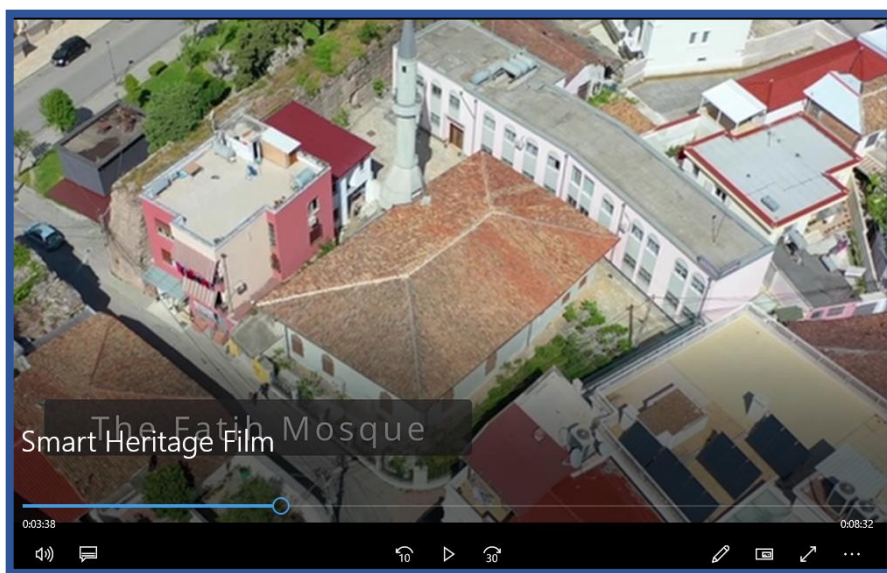
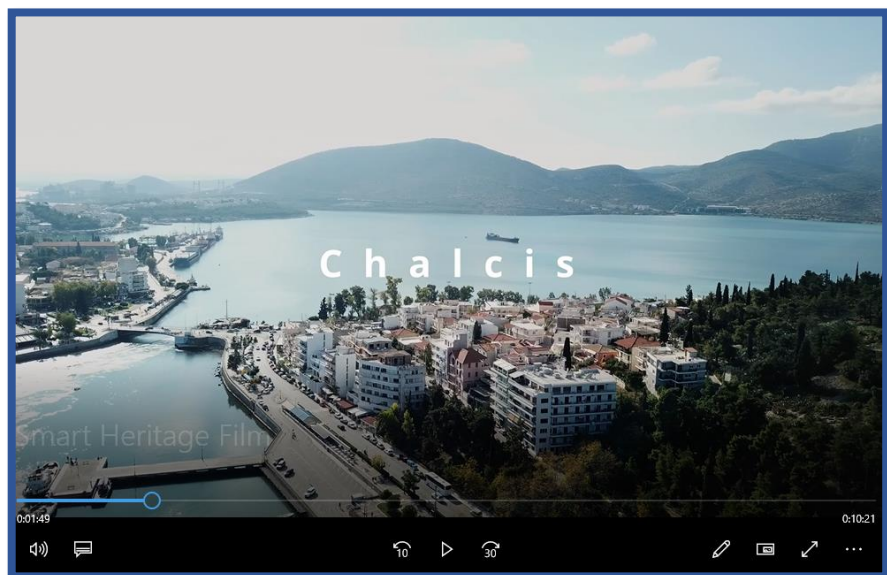
Each partner followed the guidelines and created a video of their historic personality and the area they lived and acted. Along with the video, a short narrative of three hundred was sent to form the introduction and the closing of the film.



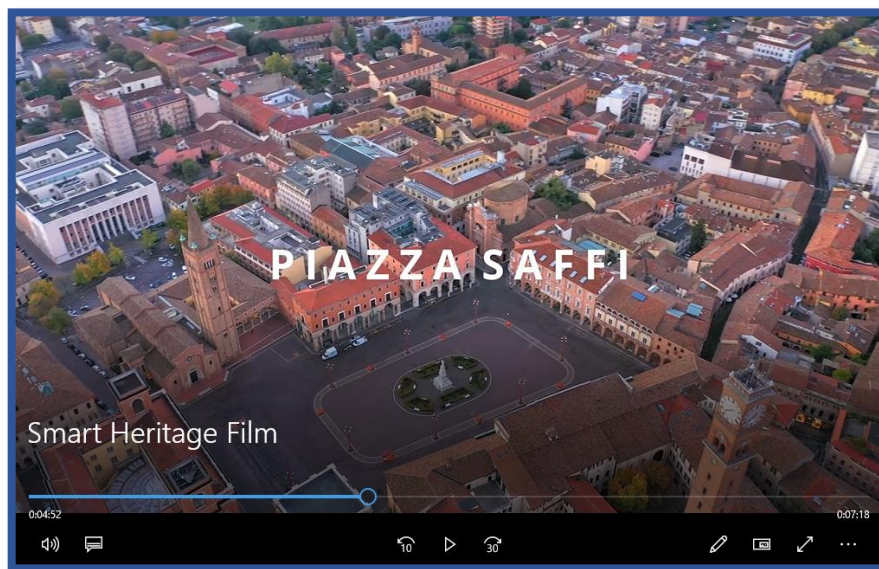
The Development Agency of Evia as the responsible partner for the creation of the film formed the introduction of the film and the closing based on the partners' contribution.



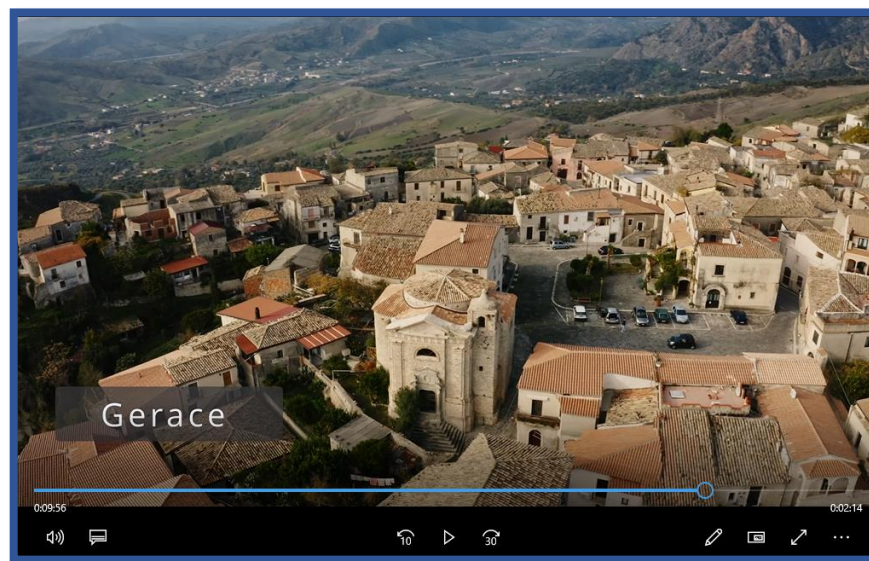
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4.3 Contribution to the SMART HERITAGE Project

The SMART HERITAGE film sums up the main core of the project. The Regional Routes, the virtual tours, and the two holograms created illustrate the core innovative idea of tourism marketing on which the project is based. The Film encourages the visitors to live new experiences, offering a new perspective of the ADRION destination which is one of the project’s objectives. The Film serves this objective of being an online tool available to all stakeholders in the tourism sector and not only. A common tool that they can share or get inspired by.

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4.4 Durability and Ownership

The SMART HERITAGE film is a permanent digital tool that will remain at disposal of the partners, cultural institutions, and tourism facilitators that are committed to showing the film permanently and periodically.

4.5 Follow up & Knowledge share

The SMART HERITAGE film is the digital tool that will promote the philosophy of the project and spread it to all the ADRION- Ionian Region. The main outputs of the project, the Route, the holograms, and the virtual tours are promoted through the film. The film will last through time and promote the SMART HERITAGE the unique tourism product of the five destinations.

5 The unique tourism product developed

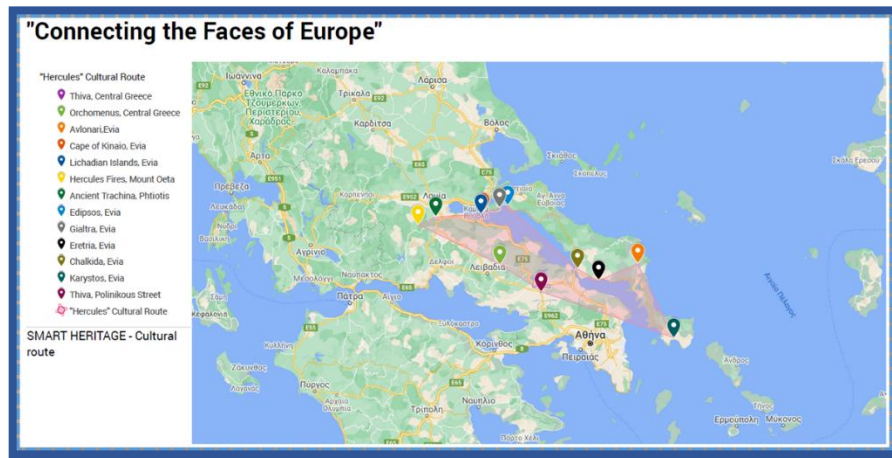
5.1 The aim of the unique tourism product

Taking into account the EUSAIR objective towards diversifying the macro-region's products, the SMART HERITAGE Project developed a unique tourism product based on a diversified tourism offer and sustainable and responsible tourism management (innovation and quality). The SMART HERITAGE project created a unique tourism product that offers the visitor the unique opportunity to visit a destination and live an authentic experience. Young people, tourist operators, and visitors can visit and live a unique experience before even visiting the Region. It helps them select their points of interest and plan their trip.

5.2 The development process of the unique tourism product

The Work Package Leader Municipality of Forli provided guidelines to the project partners for the creation of the Unique Tourism Product. Moreover, the Leader sent an example of a unique tourism product that was designed during the final training. The participants were asked to build a tourist product after analyzing all the segments of the economy and culture of the territory.

The LP, Development Agency of Evia planned day trips all around the Regional Unit of Evia and the Region of Central Greece. A nine-day trip is Evia's unique tourism product. The visitor begins his/her trip in Thiva.



Day 1 - A Day out unraveling historic Thebes

- Stop 1: The Mycenaean palace of Thebes
- Stop 2: Ancient theater of Kavireio

Day 2 - Entering Evia Island, Chalkida

- Stop 1: Eretria, at the relics of a bygone glorious era

Day 3 - Exploring the attraction's end route to Karystos

- Stop 1: The Red Castle, Castelo rosso
- Stop 2: The mysterious dragon houses of Karystos

Day 4 - A Day trip to ancient Oichalia (modern-day Avlonari), the village atop the valley

- Stop 1: The medieval tower of Avlonari, the silent watcher of the valley
- Stop 2: A refreshing break at the nearby Beach, "Korasida"

Day 5 - Aidipsos, the resting place of heroes

- Stop 1: Saint John the Russian, Prokopi
- Stop 2: Gialtra

Day 6 - Journey north, to the Cape of Kinaio

- Stop 1: Discovering the "dark" story of Lichadonisia

Day 7 - Upwards to Mount Oeta, to the dreadful death place of a hero

- Stop 1: Ancient Trachina, Phtiotis Greece
- Stop 2: Thermopylae, where sacrifice meets stories of glory and bravery

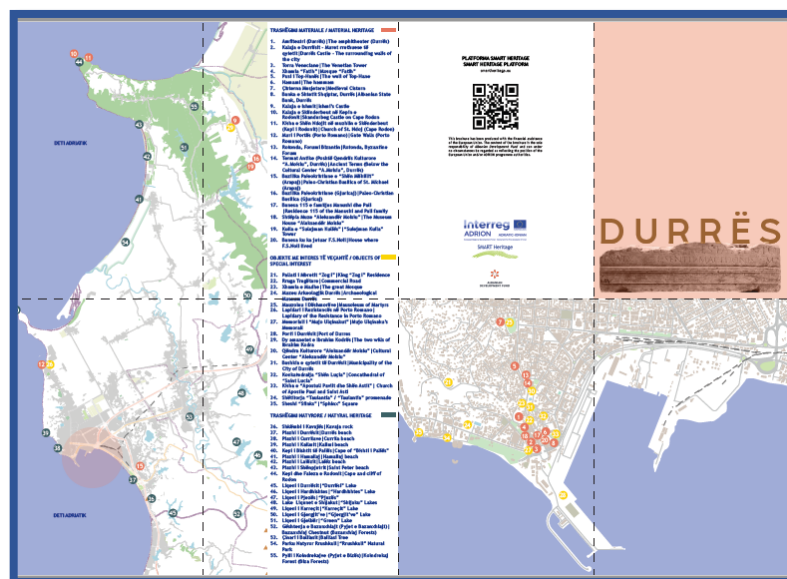
Day 8 - Exploring Attractions end route to Orchomenus

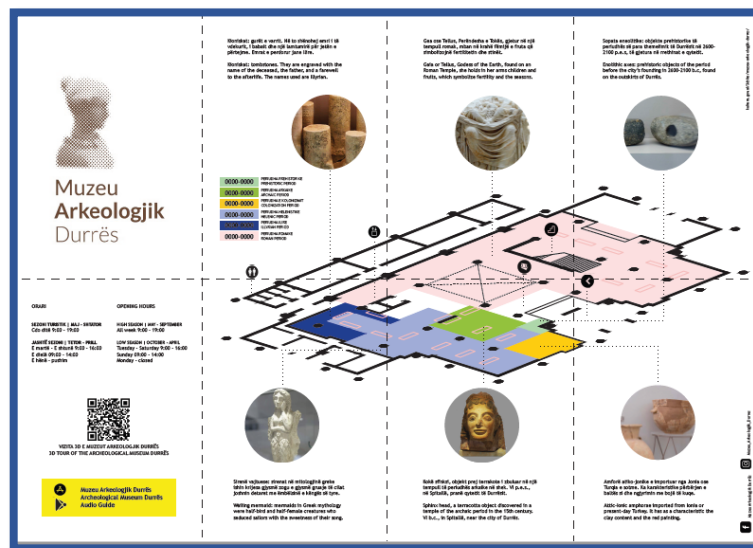
- Stop 1: Charites Springs, at the birthplace of the “Graces”
- Stop 2: Orchomenus acropolis

Day 9 - Exploring the Thebes area

- Stop 1: Elikonas, The mountain of the Muses
- Stop 2: Kithaironas, the magical mountain

PP2 ADF in collaboration with the Archaeological Museum of Durrës, and based on the working group’s feedback created a brochure where all the cultural assets of the regions are listed and presented in a map format.





PP3 the Municipality of Forlì planned a tour in the places of Caterina Sforza. The tour consists of twelve historic and cultural points. Moreover, for every point of interest and place that Caterina Sforza visited, there is a video guide tour. Finally, the partner presented some iconic moments of Caterina Sforza's life.

- The time when Catherine held the papacy in check for twelve days
- The time when Caterina showed the mold
- The time when Catherine hired an executioner
- The time when Catherine was taken prisoner and taken away with gold chains
- The time when Catherine was accused of trying to poison the Pope



SMART Heritage	Output T3.1 Output T3.2	Report on the T3.1 Output & T3.2
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PP4 the University of Mostar, planned day trips through Herzegovina were designed via routes named

- **Stjepan-tour**
 - Old town Ljubuski - Fortress of Herceg Stjepana Kosače (historical heritage)
 - Roman military camp Gračine (historical heritage)
 - Archeological museum Humac (historical heritage)
 - Kravica Waterfalls (natural heritage)
 - Paragliding club Ljubuški (active tourism)
 - Herzegovina GO (active tourism)
 - Eno Gastro offer in Ljubuski are
- **Katarina-tour**
 - Old town Mostar (historical heritage)
 - Old town Počitelj (historical heritage)
 - River Buna spring (natural heritage)
 - Bunica boating (active tourism)
 - Adventure Park Fortica (active tourism)
 - Eno-Gastro offer in Mostar area
- **Vlatko-tour**
 - Hellenistic fort Daorson (historical heritage)
 - “Stećak” (tombstone) necropolis Radimlja (historical heritage)
 - “Stećak” (tombstone) necropolis Boljuni (historical heritage)
 - Equestrian Club “Vranac” (active tourism)
 - Adventure Trebižat (active tourism)
 - Eno Gastro offer in Stolac area

Itineraries, each day trip is carefully planned to offer the visitor a variety of content within twelve hours (visits to cultural, historical, and natural sights), but also to direct them to the eco-gastronomic offer of the place and accommodation nearby. Bilingual itineraries of these day trips are available on kosaca.ba

SMART Heritage	Output T3.1 Output T3.2	Report on the T3.1 Output & T3.2
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PP5 the Municipality of Gerace planned a trip through the historic and cultural monuments of the city. Moreover, created a unique experience around Gerace and its Norman secrets.



The name of the itinerary is “We are all Roger I! Gerace the Norman city”. The trips proposed are:

Gerace Norman Tour

- **One day in the Norman city**
 - A visit to the old city of Gerace with Roger I
- **Three days in the Norman city**
 - Visit the city of Roger I “The Great Count”
 - Lunch with Roger I
 - Experiences in the city or around it
 - Dinner
- **Five days in the Norman city**
 - Experience Gerace
 - Dinner in the city with Roger I

5.3 Contribution to the SMART HERITAGE Project

The creation of a unique tourism product for each destination defines creative and innovative tourism. The new product in each participating territory represents a common cultural heritage. These are the main objectives of the SMART HERITAGE Project.

SMART Heritage	Output T3.1 Output T3.2	Report on the T3.1 Output & T3.2
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5.4 Durability and Ownership

The tourist growth of the regions as well as the economic growth. The trips are the best opportunity for families with children who love history, traditional local architecture, the romantic mood created by the natural environment, and folk festivals to take a tour through the SMART Heritage Cultural Route “Connecting the faces of Europe”. The experience seekers, the adventurous type of international travelers, seek authentic personal experiences and enjoy participating in activities during their holidays. People who are seeking to be involved in authentic experiences in the unspoiled natural environment and the various landscapes of the Route.

5.5 Follow up & Knowledge share

The promotion of the cultural route to specific target markets and its establishment to the eyes of potential visitors. Attracting families and “experience seekers”, foreign and domestic, who want short, but different and memorable get away from the daily routine and monotonous residential landscape of urban centers, in small and quiet “anxiolytic” towns with an intact stock of traditional dwellings blending harmoniously with the surrounding green space, creating nostalgia and offering alternative entertainment and recreation activities.

6 Presentation of cultural heritage in Mostar

6.1 The aim of the presentation of cultural heritage in Mostar

The exhibition gallery in Mostar aims to present the cultural heritage of the family Kosača in the best way. The route is presented to a wider audience.

6.2 The development process of the presentation of cultural heritage in Mostar

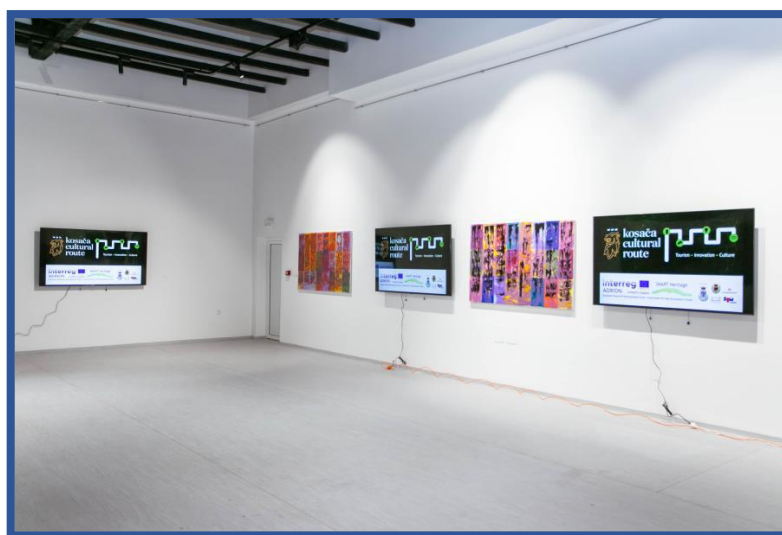
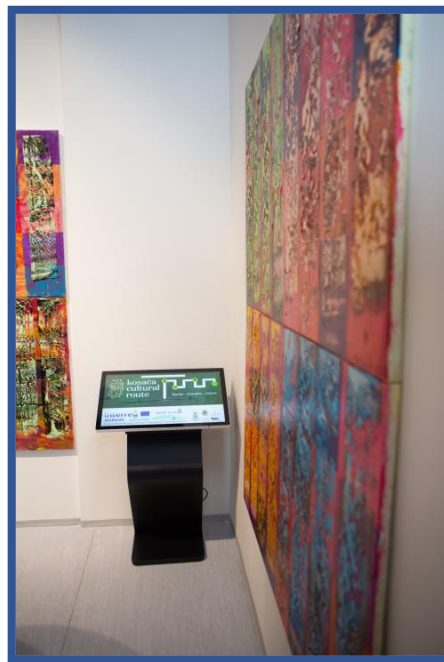
In cooperation with experts in the interpretation of cultural heritage, museology, project management, and design the University of Mostar chose the museum gallery of SUM to decorate and equip in a way to be a place where we will present the project and the Family Kosača cultural route.

The process of work on the preliminary design includes interpretive planning, development of thematic units, defining the thematic structure, making the plan of education and interpretation facilities that will be used, and the way that we will equip it.

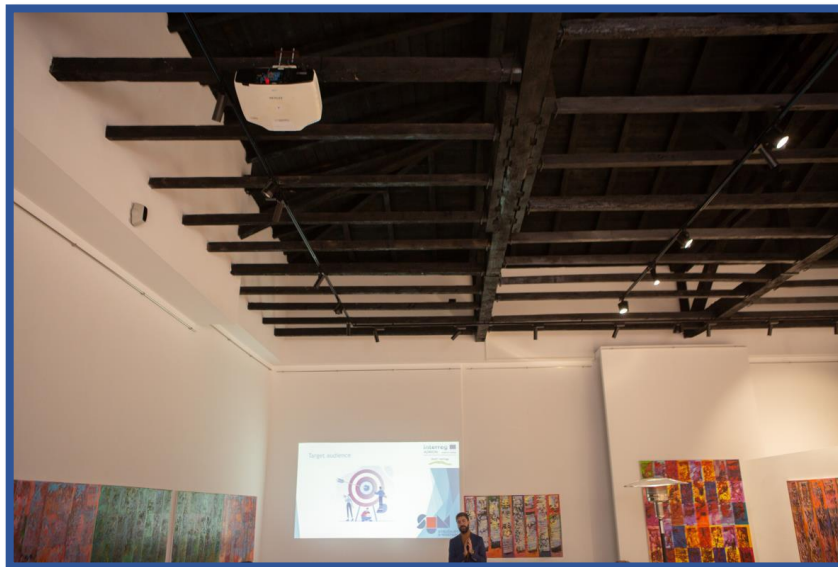
SMART Heritage	Output T3.1 Output T3.2	Report on the T3.1 Output & T3.2
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In detail the equipment needed:

- 5 TVs
- 2 Info kiosk
- 1 projector
- 60 Conference chairs



SMART Heritage	Output T3.1 Output T3.2	Report on the T3.1 Output & T3.2
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The partner organized and held to the museum the working groups and the training.



6.3 Durability and Ownership

All the equipment is the property of the University of Mostar and the Project. The museum was used as a conference center for the project's needs. The Route of the family Kosača is now widely known to the stakeholders, cultural experts, visitors, and all interested parties of Mostar.

SMART Heritage	Output T3.1 Output T3.2	Report on the T3.1 Output & T3.2
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7 Conclusions

The SMART HERITAGE Project was funded, developed, and implemented under the INTERREG V-B Adriatic Ionian Cooperation Programme 2014-2020 and under the Programme Priority under Priority Axis 2 “Sustainable Region”. / Specific Objective 2.1 “Promote the sustainable valorization and preservation of natural and cultural heritage as growth assets in the Adriatic-Ionian area”. Its specific objective is to raise tourism attractiveness and reduce tourism seasonality in the project area consisting of Evia (Greece), Gerace (Italy), Forlì (Italy), Mostar (Bosnia-Herzegovina), and Albania. The SMART HERITAGE Project, through its activities and pilot projects, enhances and promotes the transnational cooperation and packaging of innovative transnational tourism offers to boost the attractiveness of the partner regions and facilitate tourism seasonality prolongation.

Innovation is the key characteristic of the Project and a common goal of its partnership that through pilot projects, presented the common cultural heritage in an innovative, digital, multimedia way (i.e., holograms, 3D images, Smart Heritage Film), exciting to visitors and local community wishing to experience the cultural identity of each region. The project has contributed to directing the efforts of the interested parties of ADRION in the sustainable planning of physical/virtual arrangements and utilization and maintenance of the natural/cultural heritage, to create positive and unforgettable experiences, leading to positive results.