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Evropska unija | Evropski sklad za regionalni razvoj
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**North Adriatic maritime
heritage preservation project**

PROJECT PARTNERS

1. Primorsko-goranska županija (lead partner)
2. Turistička zajednica Kvarnera
3. Pomorski i povijesni muzej Hrvatskog primorja Rijeka
4. Udruga i Ekomuzej "Kuća o batani" Rovinj
- Associazione Ecomuseo "Casa della batana" Rovigno
5. Občina Izola – Comune di Isola
6. Turistično združenje Izola – Ente per il turismo Isola
7. Občina Piran – Comune di Pirano
8. Pomorski muzej – Museo del mare "Sergej Mašera" Piran – Pirano

DURATION

From October 1st 2016 to March 31st 2019

BUDGET

2.164.455,00 € of which 1.839.786,75 € is a grant of the European Regional Development Fund (Cooperation Programme INTERREG V-A Slovenia – Croatia).



www.malabarka.eu



Primorsko-goranska
županija



KVARNER REGION TOURISM OFFICE
KVARNER
Diversity is beautiful



B T N
EKOMUZEJ / ECOMUSEO



Občina - Comune di
IZOLA - ISOLA



**IZOLA
ISOLA**
Turistično združenje Izola
Tourist Board Isola



**OBČINA PIRAN
COMUNE DI PIRANO**



POMORSKI MUZEJ - MUSEO DEL MARE
"SERGEJ MAŠERA" PIRAN - PIRANO

Project “Mala Barka 2” is a project on tourism valorization based on sustainable tourism principles which aim to preserve, protect, promote and develop maritime heritage of the Northern Adriatic.

The cross-border region that includes Slovenian Primorje (Litoral) and Croatian Istria and Kvarner, is one of the most attractive tourist destinations of both countries. The diversity of tourist offer has been recognized as one of the main objectives of the Tourism development strategy of both areas. Therefore, special emphasis is placed on the creation of common tourist products that attract tourists throughout the year. The relatively short distance between the destinations allows tourists to visit more countries and destinations within a single tourist package. This project offers precisely this possibility - connecting two coastal cross-border areas with a unique tourist offer based on the history and the story of maritime heritage.

The “Mala Barka 2” project capitalizes acquired experiences and knowledge as well as successful concept of the previous project “Mala Barka” which has been implemented in the entire cross-border area. The “Mala Barka 2” project brings together three concepts:

- systematic development – drawing up common guidelines for sustainable cultural tourism development based on maritime heritage and establishment and coordination of Centers of excellence as a highly successful example of the systematic tourist product development,
- promotion – development of a common tourist product through maritime heritage story development, drawing up the Master plan of cultural tourism development, joint tourist itineraries, establishment and coordination of promotional centers and comprehensive promotional campaign that includes hosting of tourist events displaying traditional maritime heritage and
- continuous protection of maritime heritage – furnishing of interpretation centers, reconstruction of traditional boats and construction of replica, including continuous recording of their technical characteristics, creation of a common database of maritime heritage on the basis of which national registers will be updated, and development of a virtual museum and finally the most valuable aspect - systematic education of children and youth through the establishment of Traditional Maritime Skills Academy.

PROJECT OBJECTIVES

- preservation, protection, development and promotion of maritime heritage of the cross-border area through the valorization of sustainable tourism principles,
- cataloging, preservation and interpretation of maritime heritage,
- creation of a new tourist offer of the Northern Adriatic area intended as a maritime heritage destination
- development of cross-border cultural and tourist products.

The project aims to maximize the protection of the existing material and immaterial maritime heritage in the entire cross-border area which, through a series of measures (furnishing of Interpretation centers, hosting of educational and demonstration events, virtual museum, etc.), will be used in order to develop and revive a joint tourist product.



PROJECT RESULTS

- increase in the number of permanently protected artifacts of maritime material and immaterial heritage (through Interpretation centers, virtual museum, maritime heritage database, descriptions of ships' technical characteristics),
- entire coastal cross-border area envisaged and presented as a single tourist destination (intensive promotional campaign),
- attractive tourist activities (events and workshops of Traditional Maritime Skills Academy),
- increase in the number of visitors in the cross-border area,
- improvement of the tourist infrastructure based on the maritime heritage (Interpretation centers in Nerezine, Krk, Izola and Piran, reconstruction of traditional boats that will become authentic examples and exhibits in harbors and in regattas),
- increase in the number of children, young people and visitors educated about maritime crafts and skills (Traditional Maritime Skills Academy).