3. Project Description

3.1. Project background and the problems and/or challenges to be addressed

All countries and regions partners in the project are recognized as traditionally tourist countries offering variety of goods and services in order to accommodate increasing demand in tourism sector with particular attention towards the shores of the Adriatic Sea disregarding forms of tourism that have large potentials based upon the resources of historical, cultural and rural tourism which has urgent need of more innovative approaches.

At the same time problems recognized by analysis of economic situation in mountains, rural areas and hinterland of target areas are lacking of entrepreneurship and economic activities in general, with increase in depopulation and unemployment rate.

Majority of old villages are mostly empty, reduced in their potential and devastated, while local population living in these villages are not aware of resources they have and not realizing possibilities of sustainable tourism and its benefits. Potentially tourist attractive destinations in these areas and not promoted, well connected nor maintained. In order to combine new demands and existing resources there is a need for creation of sustainable tourism model that will use potentials and enrich the off of the target areas. Ideal destination for development of sustainable tourism are historical cities of the Adriatic area due to rich cultural and architectural heritage in the target areas' inland, and willingness of local population to revitalize old villag and offer to their guests new type of tourist offer. The is the necessity to confront new and emerging demands for diverse of tourism (new tourist issues) destined to increase its importance in the near future. The project therefore is mired towa the ample tourism segment focalized on cultural heritage, wellbeing and rural environment and the connected actions tha regenerate and for which there is a dimension of quality and quantity of the activities with the chance of development and assertion in a National and International context through precise actions of support. Enriching the existing offer in these territories with sustainable tourism would create a unique experience of tradition, natural beauties and Adriatic way of livi The partners have already contributed to business ventures in other European projects and have defined solutions propo on the base of comparison and effective requirements of the local territory.

3.2. Project Objectives (general and specific)

Objective of this project is to initiate sustainable tourism development based on natural and cultural heritage of Adriatic basin trough model of storical villages, walled towns etc. This project fully corresponds to the Priority 2, measure 2.4. Sustainable tourism of the IPA Adriatic Cross-Border Cooperation Programme. The main goal is to strengthen the bond of common origin among Adriatic cities through territorial cooperation, the aim being to create and to put into practice a common cross-border strategy emphasizing local history and heritage, cultural tourism and other factors essential for the economic rebirth of historical centers.

The specific objectives of the project are the following:

1. The development of a shared network of cross-border tourist centers of high level tourism appeal, creating an institutional multilateral database of maps, itineraries, and sites geared to culture and tourism.
2. The creation of a website permanently updated with all pertinent new information.
3. The creation of a common marketing strategy for the target territories;
4. The realization of pilot projects for the promotion of sites and itineraries of special interest;
5. The involvement of policymakers to better plan and administer the territory as well as promote it to advantage.
6. The combined and coordinate use of the new information technology (IT) to better promote the territory, in loco or from making accessibility easy for all.
7. The promotion of marketing activities by creating advertising material and developing communication by means of the and international press, and opinion makers.
8. The cooperation between public and private sectors in the development of sustainable tourism in the territory;
9. The definition of common strategic-administrative approaches geared to the development of the local economy, integra compatible with the historic and cultural heritage;
10. The increase in the employment rate in sectors such as tourism, services, culture, food farming and craftsmanship;
11. The definition of the methods to create a well-articulated offer of hospitality that reflects the territory and promotes the and variety of the tourism services;
12. The involvement of other sectors such as craftsmanship and services;
13. The creation or expansion of cultural centres and the promotion of local high quality products and traditional crafts;
14. The improvement in the promotion of new products of culture, wine and food and handicrafts to assist development of sustainable cultural tourism;

3.3. Coherence of the project

3.3.1. Coherence of the project with the Programme's strategy

The objectives of the proposal are in accordance with the objectives of the Programme and the Priority 2 (measure 2,4) in this sense:
1) They are oriented to sustainable development of competitiveness of Adriatic tourist destinations, by improving the quality of market-oriented package tours to the area with focus on cultural and natural resources;
2) The project's strategy ensure a joint approach to the promotion of the Adriatic basin as a whole;
3) Work packages and actvities emphasize natural and cultural resources;
4) The project encourage the definition of joint objectives between Countries facing the Adriatic Sea (Italy, Croatia, Slovenia, Bosnia Herzegovina, Albania) to carry out common actions for the development of their territories and the improvement of the institutional capacities of the CC/PCC, taking into account experiences from cooperation programmes previously implemented in OP Countries (best practises exchange).
The Measure aims to increase international competitiveness of tourist destinations in a sustainable way, by improving the quality of market oriented tourist packages, particularly emphasizing natural and cultural resources.
This project will in specific contribute to the following Programme activities:
- Tourist marketing action aimed at lengthening the tourist season;
- Promotion of integrated tourist routes and packages;
- Improvement and integration of tourist information services;
- Development and promotion of trade in traditional craftwork through the creation of local consortia and joint territorial marketing actions;
- Joint strategies for diversification and differentiation of the Adriatic area as a tourist destination.

3.3.2.Coherence of the project with the relevant EU policies and horizontal issues

The Project activities aims at stronger links and institutional networks among the Partners involved (and consequentially among their respective States), according to the Lisbon strategy renewed, EU Strategic Guidelines, Community Regulations.
The growth of the tourism industry is one of the most important arguments that the European Union deals in and for which
many initiatives have been taken in the last years. The competitiveness of the European system is one of the subjects the strategy defined in Gothenburg and Lisbon (economic and social renewal and sustainable development) promote and
hope for and in which initiatives towards increasing every form of tourism are fundamental. Support to initiatives in this field
and in particular in improving the cooperation between different subjects in different States is at the centre of the policies defined
by the EU thanks to the innovative force that it can produce in terms economical and social development that it can bring to
the European community.
The cooperation strategy that will be implemented with the project are coherent with those defined in the Gothenburg and Lisbon
agenda in as much as the project constitutes a transnational base for program in order to encourage the start of activities to the use of historical, natural and local resources (even on a minor level e far from the major centers of tourist trends).
The processes that are activated generate interest in order and fuel a virtuous circle that when associated with transnatio cooperation relationships implement the possibility to attract investments and create employment.
The project contributes in creating a ordered development of the territory with forms of environmental preservation that in turn generate an income opportunity for the local territories. The methods used for the development of the project are coherent with the horizontal policies of the European Community and in accordance to the preservation of the environme and the minor rural areas, but also new methods will be used that will reduce the technological gap between the different areas (through the ITC solutions that will be adopted) that will therefore implement an interest in the introduction of differe solutions for a more complete fruition of the cultural, historical and environmental resources.
The programmed actions will therefore favor no doubt employment and consequently equal opportunity and non discrimin between sexes and will create favorable conditions in regards to female and youth employment in the tertiary fields connected to tourism.

3.3.3. Coherence of the project with public national and subnational strategies of the territories involved

Proposed Project activities are in line with Strategy for Development of Tourism of all partners' countries: all government state
that tourism is active generator of development of country's economies in general but also base of prosperous development
of regions and societies. Proposed project activities in all partners' countries are in line with National and Regional Strategies
for Development of Tourism.
Strategies for Development of Tourism in target areas' nations are highlighting that increase in numbers of tourists as well as
income generated by tourism is showing that tourism in target areas is active generator of development of country's economy
in general but also base for prosperous development of the regions. In order to increase benefit, it is necessary to implement
actions that will be sustainable and directed to those forms of tourism that would be of use to all stakeholders respecting both
cultural and natural heritage. Based on number of survey especially experience of many National and Regional Tourist Board
and different tourist agencies of Adriatic lands, there has been increase in demand for specific forms of tourism.
Cultural and natural heritage, landscape and Mediterranean climate are good base for development of new offers. Activiti
entertainment and education in authentic environment are 3 main elements looked for by tourists. Based on this, rural tou
with its offer can accommodate both needs of tourists for new experiences as well as need of local population to promote
incorporate their authentic live styles or live styles of their ancestors in tourist offer. Many Regional Operational Program
of Adriatic lands focuses on development of high quality tourism – especially on rural tourism development, creation of
unique tourist products and cross-border cooperation. Project activities will contribute directly to the Programme's prioritie
Successful implementation of this project will contribute to:
- increase the cooperation on strategic decisions between institutions in a logic geared towards transborder, therefore favoring common development initiatives.
- Economic development of hinterland and rural tourism
- Diversification of tourist offer
- Prolongation of tourist season

3.4. Added value of the cross-border coooperation in this project

Added value is given by six main approaches:
1- A wide-ranging measure in the sector of sustainable tourism, to support their international activities in promotion
of territories riches of history, culture, arts, ancient crafts, typical and natural products.
2- Transnational implementation of Management structures (Network and GECT) for a harmonic development
of territories and local touristic systems, by the development of competitiveness of tourist destinations in Programme areas
and by improving services and facilities;
3- Develop a multitude of interests for the tourist around the fundamental role of the historical and cultural aspects
of the destinations.
The main structure of the project resides in the capacity to connect the difference aspects and suggestions that are
able to create a singularity around the diverse offers made by the partners,
4- Acquisition of new IT technology that can support the needs of new types of tourism and is able to experiment
the compatibility with the surrounding environment in order to support the partners involved in their task of cooperation and growth
in the offer of local resources.
5- Establishment of a network capable of cooperating between public and private sectors in the development of
sustainable tourism in target area, also through the building of location of centres with strong tourist appeal (CEVT).
6- Transfer the know how acquired to subjects within the territories of the partners and expand the network potential
to other entities in order to increase the impact on the entire territory of the IPA Program.
Moreover, "transfer of knowledge" of the subjects involved enhances a virtuous circle which will make it possible
to make the best use of the resources available and to pave the way for submitting further development projects at comm

3.5. Methodology approach

The activities envisaged and management methods were preventively agreed on with partner during meetings and debates by means of IT tools. The methods include:
− Allocation of responsibilities with general coordination on the part of the LP.
− The appointment of a Steering Committee which will be coordinating activities.
− Sharing goals within the group. Meetings are planned at the beginning of activities, most collaborators being present in order to identify the responsibilities of each single subject, the resources used and define the extent of measures and, during the process, they are organized in key moment.
− Project implementation.
− Verification of match and consistence between expected results and the plans indicated by measures.
− Periodic verification of the achievement of specific goals and the results allocated defined in the project, according to criteria and indicators agreed on initially.
− Sharing results.
− Spreading of acquired knowledge.
− Follow-up measures.
− Implementation of acquired results.
− Financial statement management and support.
Work methodology is based on the experiences which each partner has achieved through previous transnational cooperation projects and taking part in measures aiming to develop their territory. The idea of sharing project choices is, therefore, the basic method which
partners have decided to apply in order to guarantee success in their measures and to implement the project even beyon measure duration.

3.6. Expeted results and outputs

Expected results are:
- Increased cooperation among the subjects interested in the valorisation of wide trans-border areas by involving Local and Public Institutions in order to strengthen a synergic way of working.
- Overcoming of local territorial promotion oriented to specific topics in favour of transnational coordinated actions of promotion of different territories by strengthening the cooperation between public and private sectors.
- Spreading of the understanding of the opportunities offered by a sustainable and integrated utilisation of the local historical, cultural and environmental resources.
- Strengthening of local communities' sense of belonging by emphasizing the ties among inhabitants of cross-border areas and the valorisation of their cultural, environmental and economic resources.
- Requalification of the territory and recovering lost or deteriorated resources.
- Increased territorial attractiveness and appeal by creating of a large number of offers using new technologies and by enhancing the
common cross-border image.
- Increase of the value added of the territorial offer through the organisation of events connected to the local history and c

OUTPUTS:
- Studies and analysis of local tourist operators "chains".
- Structural investments, requested to develop marketing actions on a large scale
- Definition of specific measures of intervention to support cross-border tourist "chains".
- Creation of a permanent network of subjects delegated to the valorisation of local resources.
- Definition of the characteristics for the constitution of Centres with high touristic value in order to realize efficient promoti campaigns.
- Provide proper visibility to the project's objectives through an appropriate Plan. Implementation of the marketing and targ areas valorisation Plan.
- Definition of measures for the constitution of a GECT in order to strengthen the cross-border tourist system.

3.7. Sustainability and long last effects of the project

Sustainability of the project at the end of the financial support will be ensured by the establishment of the European Transnational
Cooperation Group (GECT), through which the partners in the project, with the possible addition of other bodies and institutions,
will become a body capable of planning further measures to optimize the network and implement the activities carried out within
the framework of the project, also on the basis of the activities of the permanent network. From a financial point of view, the sources
to cover future costs (both operative and maintenance ones) will be both any further projects financed by a direct pro quota support
of single partners with their own capitals, or by widening or reducing their own activities depending on the different operating
requirements or increased/diminished resources available. Finally, from a political point of view, the structural impact of ADRISTORICAL
LANDS should result in a network capable of developing suitable “institutional governance” and transnational cooperation measures
in the Adriatic area, by harmonizing and optimizing an operating management of tourism, thus making it possible
to achieve a best touristic usability of whole adriatic area, thanks to joint valorisation, especially in Eastern adriatic area, shared promotional, financial, management and certification systems and suc as to ramarkably increase flows of tourists shores of the Adriatic Sea.

3.8. Level of cross-border cooperation

Joint Development	☑	**Joint Staffing**	☑
Joint Implementation	☑	**Joint Financing**	☑

3.8.1. How the project will realize one/more of the previous joint cooperation system

Development: the project was defined by partners on the basis of actual needs detected in the territory and other projects
previously carried out. It was processed for a long time, in order to define activities and, to guarantee its continuity, to involve
the necessary local institutional stakeholders. By coordinating the LP, medium and long term goals were defined, as well as
priority of measures, results, allocation of budget and choices for an active involvement of all partners.
Implementation: Tight connections among partners are envisaged for the implementation of phases whose effects are relevant
for the target area. Management tools envisage general coordination and responsibilities on the part of the LP and systematic
sharing of activities and choices on the part of PPs. The latter are given a wide autonomy margin as regards activities carried out
in reference territories for the implementation of WPs, while complying with the envisaged schedule. An internal and external
verification system and planned meetings among PPs ensure a proper implementation of the project.
Joint staffing: The LP entrusts staff members made available by the partners by means of integrated methods and fully
dedicated to the common support of activities with the implementation of the project. The work group carried out its activit
by resorting to human resources (Project team) and technological equipment made available by the various partners.

3.9. Project management

The management the project will be articulated through the establishment of a Steering Committee (ST) in which there will be a Manager of every partner along with eventual external subjects to the partnership such as stake holders that are important for the aims of the project.
In the work groups there will be qualified managers identified by the S.C. The administrative aspects will be coordinated by the LP and distributed to every partner on a local and operative level. Every partner will participated through a staff member
operating in the administration.
A general coordinator (Project Manager) is nominated by the LP as well as an expert Valuator external to the group.
Management reports will be written on behalf of the coordinator with the support of all the partners.
The agenda of the meetings is established by the LP in accordance with the partners with a schedule of 10 meetings for coordination of the S.C. and consequent reporting of the meetings. Activity and operations meeting according to the planning of the project (at least 10 meetings) in which all the partners participate and where the manager of the LP has the task of coordinating the work groups.
The Project Manager (PM) assigned by the Lead Partner has the responsibility of coordinating the project activities and o achieving the aims through the use of instruments to verify progress and milestones.
The PM is also responsible for the activities brought about by the various work groups that are created for the developme of the operative WP.
The groups will see the involvement of at least one operative member of every partner the takes part in the scheduled act the precise task to develop, within the established timetable the resources and methods the will be agreed upon with le W
The administrative and operational support in the organization of S.C. and technical meetings will be given the appointed staff.
Internal communication will be through internet and SKYPE. A database of the information will be defined to facilitate the Specifically, a system of communication will be activated; an informative portal (with a designated web area of the projec administrative and management system; a system in which to monitor the advancement state of the WP.
The process of quality evaluation of the project will be carried out externally of the work group through an independent ev through the logic map method that uses a range of indicators defined initially, will constantly verify the respect of deadline the correspondence between the aims described in the project and effective results reached,
therefore providing indications to the S.C.