

PRONACUL

Promotion and
preservation of
natural and
cultural heritage
to develop
sustainable
tourism in
protected areas

Interreg 
ADRION ADRIATIC-IONIAN

Interregional Operational Program - Investments for Employment & Growth

PRONACUL



Short project presentation

The purpose of the ADRION_842_Pronacul project is promotion of natural and cultural heritage to develop sustainable tourism in protected areas within the Interreg ADRION Program under priority axis no. 2 Environment - sustainable region; Program priority of the specific objective regarding the promotion of sustainable valorization and preservation of natural and cultural heritage as a means of growth in the Adriatic-Ionian area.

PRONACUL emphasizes idea on promotion and preservation of natural and cultural heritage and support the development of transnational strategies for jointly promoting the ADRION area as a tourist destination. Partners and/or associated partners have heritage sights, protected by UNESCO or Natura 2000 or will become protected sights within PRONACUL's pilot areas. PRONACUL's main overall objective is to achieve level of capacity for the stakeholders in the fields of improved management of natural and cultural heritage for sustainable tourism development in ADRION area. PRONACUL's activities will make changes to the current situation by developing new tourist products, that will drive PRONACUL partners into position, where natural and cultural heritage will be perceived as new content. Changes will be made by increasing management for preservation of natural and cultural heritage for other purposes, which are appropriate for this period of time and estimated development. This will be achieved through development, application and promotion of a common methodology for management of natural and cultural heritage in Adriatic area based on a participatory approach to stakeholders. Common methodology will be tested and later applied in 15 pilot areas, whose experiences will result in a joint proposal for identification of the Regional Route. Activity will be supported by the virtual chamber established for promotion of the common methodology and its transfer to other ADRION areas. The chamber will be a consulting body for tourism developers, where regions will exchange experiences and best practices in managing natural and cultural heritage. In order to improve policies for better management of natural and cultural heritage the common methodology will be disseminated to policy makers in a form of recommendations for concrete local, regional and national policy documents.

Project value: 1.770.348,98 EUR

Lead partner: Regional Development Agency Zasavje SLOVENIJA

Project partners: LAG EASTERN VENICE VeGAL ITALIA ; Rijeka Tourist Board HRVATSKA ; ILIA CHAMBER ΕΛΛΑΔΑ (ELLADA); Region of Ionian Islands ΕΛΛΑΔΑ (ELLADA) ; Entrepreneurship and Business Association LiNK BOSNIA AND HERZEGOVINA ; University of Novi Sad, Faculty of Sciences SERBIA ; Public Institution "Agency for Development of Small and Medium Enterprises of City of Trebinje BOSNIA AND HERZEGOVINA ; Zagreb County Tourist Board HRVATSKA ; Municipality of Raška SERBIA ; Metropolitan City of Bologna ITALIA ; Centre for the promotion of entrepreneurship Piran Ltd SLOVENIJA

Associated partners: Cultural center Zagorje ob Savi SLOVENIJA; Public Institution „Nature Park Žumberak - Samoborsko gorje“ HRVATSKA

Regional Development Agency Zasavje

RDA Zasavje was established by all three Zasavje region municipalities - Zagorje ob Savi, Trbovlje and Hrastnik. RDA Zasavje implements general development tasks: elaborates, coordinates, monitors and evaluates regional development program, regional development agreement, regional guarantee schemes, regional scholarship schemes, local action groups and various projects (international, regional, local, etc.). RDA Zasavje implements Competitiveness and Development Assistance Program and provides professional and technical assistance for the functioning of the Council of the region, Regional development council and manages the regional development network.



PRONACUL presents a synergy between sustainable valorisation and preservation of natural and cultural heritage for a sustainable tourism development with positive environmental impacts in the municipality Zagorje ob Savi. Connecting natural and cultural heritage sites in the municipality Zagorje ob Savi by establishing traveling route composed with Natura 2000 areas and Zagorje ob Savi Mining Museum, which operates under project's associated partner Cultural Center Delavski dom Zagorje ob Savi.

An electric vehicle is set up as an eco-innovation, which offers guided tours with positive environmental impacts on six Natura 2000 protected areas in the municipality Zagorje ob Savi, namely Trojane, Posavsko hribovje, Čemšeniška planina, Reber, Medija and Kotredež. This small scale investment is making municipality Zagorje ob Savi more accessible to its citizens and tourists, symbolizing basic orientation in the pursuit of cleaner air in the Zagorje valley. Designed to drive both tourists and locals from more remote rural areas, thus reducing CO2 and PM10 emissions, anticipating less fossil fuel vehicles transportation, contributing to the improvement of the environment in the ADRIAN area.



LAG EASTERN VENICE

VEGAL is the Development Agency of Eastern Venice and it operates both as Local Action Group in the field of rural development and as Fishery Local Action Group in the field of fishing support on the Venetian coast. Vegal area cover 22 municipalities with 235.588 inhabitants and 1.137 km². VeGAL promotes the intersectoral action to qualify the local supply, to support the territory's competitiveness and businesses (tourism, agriculture, environmental protection) and to improve the quality of life.

The area, called "Eastern Venice", is located on the eastern border of the Veneto Region with the Friuli-Venezia Giulia Region and is washed, to the south, by the Adriatic Sea. The coast is visited every year by about 22 million tourists who are concentrated in the beaches of Cavallino-Treporti, Jesolo, Eraclea, Caorle, Bibione, which is the second largest tourist destination in Italy overall.

In the area water played a significant role, with its lagoons and rivers. There are in fact two lagoons (Venice and Caorle) and a small lagoon in Eraclea.



There's intensive presence of agricultural land and due to the reclamation works there are many artifacts such as dewatering pumps. Important environmental areas, linked to the most significant ecosystems, including sites of the Natura 2000 network and protected areas, tegnue that are marine habitats on rocky outcrops, parks and reserves of local interest, areas of naturalistic environmental interest, forests with a high naturalistic value, coastal woodlands, plain woodlands, historical agricultural landscapes, archeological sites and small historic centers, all these elements contributes to create a dense mosaic of interesting areas.



RIJEKA TOURIST BOARD

Rijeka Tourist Board is responsible for the promotion and development of tourist products of the City of Rijeka, experienced in creating and implementing various projects in the field of cultural and historical heritage. Rijeka Tourist Board develops programmes that integrate thematic units of tangible cultural heritage in its area and thus create a network of tourist attractions suitable for the presentation and design of new tourist products. In cooperation with the tourist agencies, accommodation offer holders and other relevant institutions, it creates tourist offers, tourist contents, tourist attractions and tourist products.



The Trsat Castle represents a strategically embossed lookout on a hill 138 meters above sea level dominating Rijeka. It was mentioned as a parochial centre for the first time in 1288. At this same site, there was a Liburnian observation post from prehistoric times, used for monitoring the roads leading from the hinterland to the coast. This location served well to the Romans to establish their defence system, the so-called Liburnian limes, whose starting point was the Tarsatica fortress town - which was situated at the site of today's Old City of Rijeka.

The plateau of the Trsat Castle offers a magnificent view of the ruins of these limes situated on the opposite hills, Katarina and Kalvarija, as well as of the whole area of Rijeka's Old City. The Trsat Castle is one of the oldest fortifications on the Croatian coast which preserves the features of the early medieval town construction.

Today, the Trsat Castle has been enriched by new facilities and events - visual arts gallery, open-air summer concerts and theatre performances as well as fashion shows and literary evenings. Within the Trsat Castle, at the address Partizanski put 9A, one can find the Trsat Castle Info Point where you can get any information about this building and the City of Rijeka.



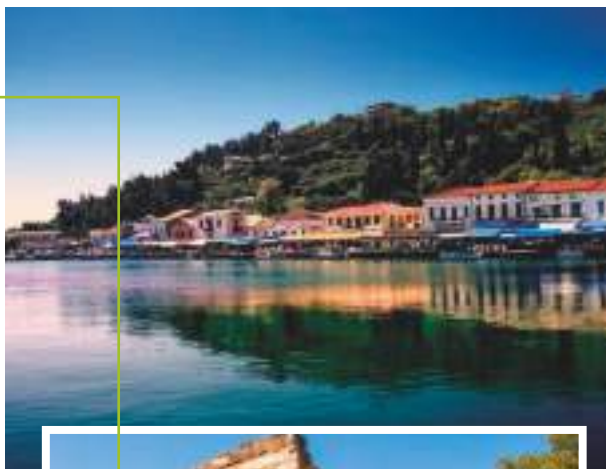
ILIA CHAMBER

Ilia Chamber was founded in 1928 and is located in the city of Pyrgos. Currently supports more than 17.000 Registered Enterprises acting as the main representative of the business sector within the area of Ilia (Region of Western Greece). Ilia Chamber is constantly on the lookout of operational programs, international partnerships and transnational cooperation programs with a view to enhance competitiveness and innovation, to promote sustainable tourism and create new opportunities for businesses. It is considered as the institutional driver for entrepreneurship with extensive experience at the planning and the implementation of local, regional and national policies.

Katakolon is a seaside town, with a rich history, that the nature generously donated it many of its beauties. Picturesque, with intense traditional color Katakolon welcomes today at the Port its visitors while giving many options for enjoyable holidays. It is built near the ruins of Ancient Pheias, while at the entrance there is dominated the old raisin's warehouse which then was used for storing raisins that was leaving by boat to the west.

Katakolon port was built in the 19th century for the export of raisins to Europe. Today raisin's warehouse buildings have been restored and turned into cafes and taverns.

Katakolon and the surrounding area is a beautiful tourist resort that combines mountain, green nature and sea. Over Katakolon the site of St. Andrew stands proudly to remind its rich history. Just south of Katakolon and 12 km away there stands Pyrgos, the capital of the prefecture of Ilia.



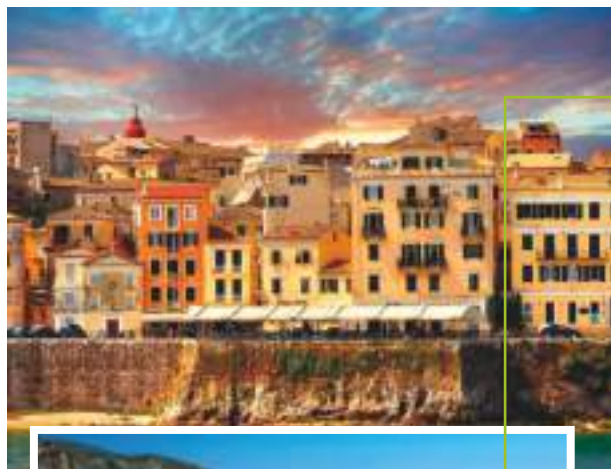
Archaeological site of Olympia

In the western Peloponnese, in the beautiful valley of the Alpheios river, lies the most celebrated sanctuary of ancient Greece. Dedicated to Zeus, it lies on the southwest foot of Mount Kronios, at the confluence of the Alpheios and the Kladeos rivers. Although secluded near the west coast of the Peloponnese, Olympia became the most important religious and athletic centre in Greece. Its fame rests upon the Olympic Games, the greatest national festival and a highly prestigious one world-wide. According to UNESCO's World Heritage website, there is probably no ancient archaeological site anywhere in the world more relevant in today's world than Olympia. The stadium of Olympia, where the ancient Olympic Games were held, and the massive temple of Zeus, the largest temple in the Peloponnese, are the site's most significant attractions.



REGION OF IONIAN ISLANDS

The Region of Ionian Islands as a public body has developed capabilities through successive years of experience in various fields of cross-border cooperation projects. The use of modern equipment adds to the cost efficiency and high quality of provided services. The practical experience of the personnel and their know-how on business operations allows the Region to develop, implement, and integrate innovative Projects. Moreover, it has the managerial competence to administrate and coordinate state financial flows and projects of high importance.



The Region of Ionian Islands is known for its great variety of landscape, in which a dominant role played by the lush vegetation and the geomorphology of the coastline the length of which represents roughly 8% of the entire country's coastline. Verdant coves, natural ports, and wide sandy beaches compose the coastal Zone of each island, forming human scale landscapes which in conjunction with the mild climate lend themselves to marine tourism. The natural environment is known for its rich fauna and flora and also for the good condition of its habitats and ecosystems. In Zakynthos there is a marine park, the habitat of Caretta caretta turtle, in Kefalonia the national park of Aenos, with a particular species of fir-tree. Lagoons in Corfu and Lefkada are of interest to environmentalists. Kefalonia, Ithaca and Paxoi boast remarkable caves, still largely unexplored. In addition, UNESCO's cultural heritage good practice is the "Old Town of Corfu", which is an example for the project.

Through the participating in PRONACUL, the Region aims at the development of new or the enhancement of existing tourism products linked to the local cultural and natural assets of its islands, mainly aiming at the recognition of the product and the extension of the tourist season. These goals will be enabled by implementation of PRONACUL's common methodology for management of natural and cultural heritage in Adrion area and exchanging experiences and good practices in PRONACUL's Virtual Chamber.



ENTREPRENEURSHIP AND BUSINESS ASSOCIATION LINK

Entrepreneurship and Business Association LiNK was founded in 2001 and is currently the largest association of entrepreneurs in Herzegovina Region, gathering over 140 private companies from various sectors.

LiNK continuously works on improvement of business environment, promotion of economic development, providing support to business, public and educational sector. In the scope of its work, LiNK is committed to promotion and development of tourism through providing support to tour-operators, capacity and institutional building, networking, promotion and support in development of documents of strategic relevance.

Dugo Polje necropolis, Jablanica, Bosnia and Herzegovina -

Dugo polje, where the necropolis with stećci tombstones is located, lies at the foot of Mount Vran between Lake Blidinje and Hrbini. It covers an area south of a macadam road. A few stećci are oriented in the southeast-northwest direction. All tombstones are made of limestone from a nearby quarry slopes of the Mount Vran or from Zreoniće, where there was another quarry.

The necropolis has 150 tombstones. Decorations are found on 32 tombstones. One tombstone bears an interesting combination, constituting one of the distinctive features of the necropolis - two arms of the cross ending as an anchor and two as trefoil lilies.

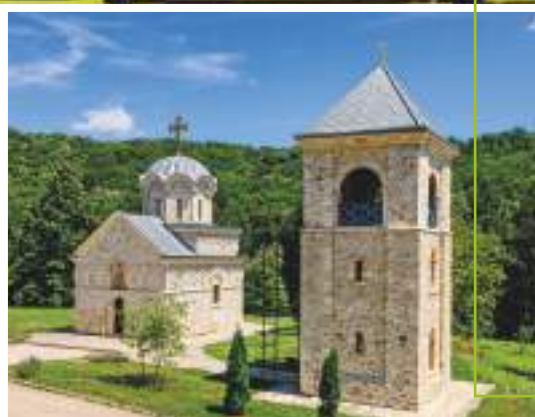
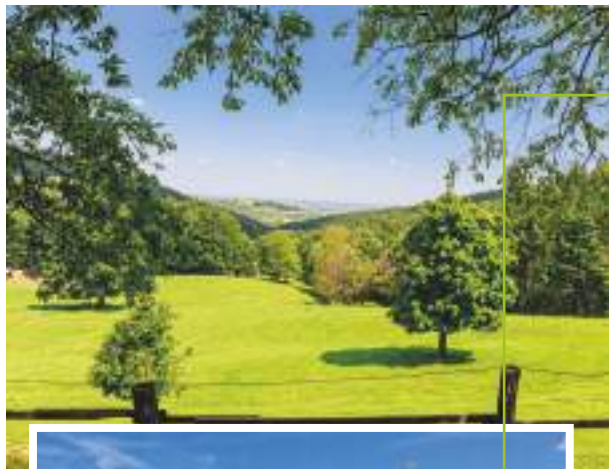


Radimlja necropolis Stolac, Bosnia and Herzegovina -

The Radimlja necropolis is located in Vidovo polje, three kilometres west of Stolac, on the Čapljina - Stolac road. The necropolis is one of the most valuable monuments of the medieval period in BiH. Characteristics that emphasize its value are: number of copies, variety and representation of all basic forms, relatively high artistic quality, decorations, relief performances and inscriptions mentioning historical figures as well as its availability and location. There are 133 stećak tombstones in the necropolis, of which 63 are decorated. The necropolis distinctive feature is tombstone with a male figure with raised hand and a relatively large fist and fingers, which seems to tell the traveler that in this hard stone rubble Herzegovina region, he will come across hospitable and friendly people.

UNIVERSITY OF NOVI SAD, FACULTY OF SCIENCES

The University of Novi Sad Faculty of Sciences (UNSPMF), founded in 1969, is a body, governed by public law with good reputation in society and an influence in social and economic life in Serbia. So far, UNSPMF implemented around 45 international projects. It has substantial experience in tourism studies focusing on Vojvodina region, northern Serbia. The Fruška Gora mountain has been in focus of UNSPMF Department of Geography, Tourism and Hotel Management research through numerous monographs, scientific research and projects. During the last 15 years several projects concerning issues such as rural tourism, ethno-villages, eco-tourism, folklore heritage and cultural tourism and heritage, have been implemented.



Fruška Gora is a mountain range situated in the southwestern part of Vojvodina Province, on the north of Serbia. Due to its natural, cultural and historical significance, it was proclaimed a national park in 1960 and it is the oldest one in Serbia. Although there are only a few peaks higher than 500 meters, it represents a dominant geomorphological complex in the mostly plain and monotonous landscape of the Vojvodina region. Also, the mountain represents the largest formation of geological and pedological diversity in the Pannonian area of Serbia. In its west - east direction it has the length of about 80 km and covers approximately an area of 255 km².

Lower parts of this mountain are characterized by gentle meadows, wheat fields and vineyards, while higher parts are covered with forest of linden, hornbeam, oak, maple and other trees. It is one of the largest areas under linden forests in Europe, known for its hiking trails. Fruška Gora is also called Holy Mountain or Serbian Atos as there were 35 Serbian orthodox monasteries built in the period from 15th to 18th century, of which is now preserved 16. This mountain range is an interesting area for development of sport and recreational tourism, as well as cultural, rural, religious and wine tourism in Northern Serbia. Located between two largest cities in Serbia, Belgrade and Novi Sad, Fruška Gora with rich cultural heritage and preserved natural values represent a great potential and driving force for sustainable tourism development in this area.



DEVELOPMENT AGENCY CITY OF TREBINJE “TREDEA”

City of Trebinje is placed in area of rich heritage and represent growing tourist destination with considerable cultural/natural/historical heritage potential. Tourism is recognized as strategic development priority, and positive trends in past period are just an example of strong momentum. TREDEA is an organization established by City of Trebinje which is committed to local and regional development. Amongst other, it is very active in the area of tourism including protection and preservation of natural and cultural-historical heritage.

Park of Nature Orjen -

Orjen is the highest mountain in Dinaric maritime part, and its highest peak (out of 5 peaks over 1800m) “Zubački kabao” is 1894 meters high. Today’s structure of Orjen was formed by glaciers which caused part of its floral diversity. Main factor that influenced flora on Orjen was its climate, with cold and wet winters and long summer dry periods. Along with karsts areas, there are also parts covered with fir, endemic Munika, black pine and beech forests. There are also different endemic species which were not sufficiently introduced by science, such as particular kinds of Iris, Paeonia mascula, Acer heldreichi or Batula pendula...



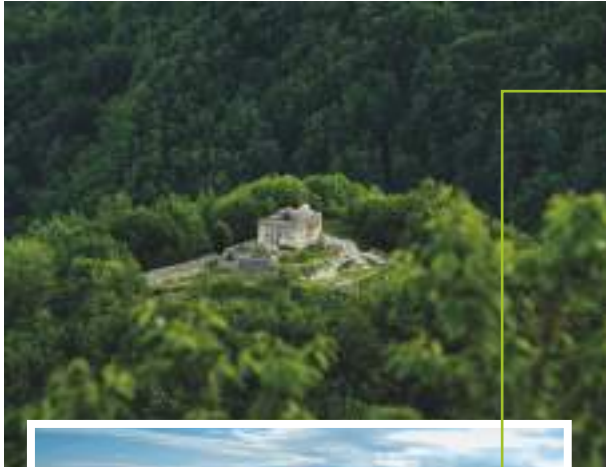
Orjen/Ubla is very attractive location for mountaineers or enthusiasts such as hikers, picnickers, or nature devotees. Expeditions can be organized from Montenegro (Herceg Novi, Kotor, Risan) or from Bosnia and Herzegovina (Trebinje). As Orjen is located between three neighbouring countries (BiH, Montenegro and Croatia), it is very easy accessible for international tourists, adventurers or scientist from any of these countries. Because of its various values, Orjen was recognized by NATURA 2000 and declared as Nature park at the end of 2020 by relevant authorities.

While its tourist valorisation requires providing of proper infrastructure and contents, preserving of its natural and cultural values still remains the main goal through future initiatives.



ZAGREB COUNTY TOURIST BOARD

As a protected pilot area within PRONACUL project, Nature park Žumberak-Samobor Mountains will implement strategic and promotional activities through pilot action Ecomuseum „Žumberak“ to raise awareness of natural and cultural resources and valorise them through tourism. Through developing and implementing strategies and common management methodology, Nature park Žumberak-Samobor Mountains will contribute even more to promoting, valorising and preserving natural and cultural heritage, improve the management of natural and cultural heritage and develop sustainable and responsible tourism.



The area of Žumberak and the Samoborsko gorje is one of the 12 nature parks in Croatia, least populated. The main attraction here is the mosaic of preserved traditional landscape, with a great wealth of flora and fauna, geological features and valuable archaeological finds, which today attracts visitors, hikers and nature lovers. The views of traditional villages, pastures and fields still harmoniously complement the vast forest expanses. The purpose of such a space is scientific, cultural, educational and recreational.

The area of Žumberak and the Samoborsko gorje was designated a protected natural resource by the Act of the Croatian parliament on 28th May, 1999. It is one of the 12 nature parks in Croatia and least populated in Croatia. People here throughout history have learned to live according to the laws of nature.

Unlike some other protected areas that have a spatially clearly defined main attraction - a lookout point at the top of a mountain, a cave or a waterfall where most visitors go, the main attraction here is the mosaic landscape. It is this mosaic of preserved traditional landscape, with a great wealth of flora and fauna, geological features and valuable archaeological finds, that today attracts visitors, hikers and nature lovers.

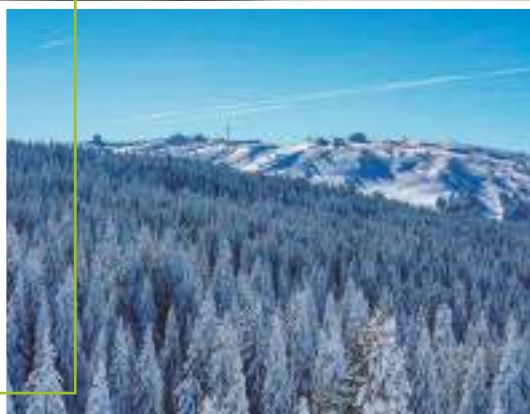
It is of great importance to valorize the space and resources of the Žumberak and the Samoborsko gorje Nature Park and contribute not only to the promotion of this protected area, but also to a meaningful understanding of local residents, local culture and natural beauty in a sustainable way.



MUNICIPALITY OF RAŠKA

Raška is a town and municipality located in the Raška District of southwestern Serbia. The municipality has a population of 24,680 people. The town is situated on the rivers Raška and Ibar. National Park Kopaonik and Golija Nature Park are partly part of the territory of the municipality. Kopaonik with one of the highest peaks in Serbia - Pančić's peak, is very attractive for local and international tourists who likes skiing, hiking, mountain biking and climbing. It has the most popular ski center in Republic of Serbia.

According to the Law on Environmental Protection of the Republic of Serbia, the area of National park Kopaonik contains a number of objects of great value, which are classified as protected areas. The National Park has 1375.2 hectares and within 13 nature reserves (Kozije stene, Jankove bare, Duboka, Suvo Rudiste, Samokovska river...), 26 natural monuments, 12 geomorphological, 6 geological, 8 hydrological and 15 objects classified as immovable cultural heritage.



Golja Nature Park is a mountain in southwestern Serbia, with the length of 32 km in the form of the Latin letter S. It has been placed under protection in order to preserve: the values of forest ecosystems; the diversity of landscapes and the extraordinary beauty of the landscape; cultural goods and their surroundings (Studenica Monastery and Gradac Monastery - immovable cultural heritage, under UNESCO protection); durability and quality of basic natural resources (water, soil and vegetation), biological diversity: rare, endemic and relict species; geological heritage, represented by unusual and attractive landforms and numerous water bodies and phenomena in the form of springs of mountain watercourses and lakes.



METROPOLITAN CITY OF BOLOGNA

The Metropolitan City of Bologna is an intermediate public authority with important responsibilities on policies for economic and social development, infrastructures and strategic planning. It's composed of 55 municipalities, it has 1 million inhabitants and it's located in one of the most economically relevant area of Italy. The Metropolitan City is also involved in promoting the valorization of innovation and sustainable development of the territory and also in the enhancement of tourism, acting as a tourist destination; from this point of view the strategic plan is a fundamental instrument.



The Metropolitan City of Bologna is a wide and complex geographical area where the main regional and national infrastructures are put together, it's an open and interconnected place where you can find different sites rich of culture, history and traditions. In the last few years local actors supported the increasing of sustainable tourism and thanks to a multilevel and coordinated action, nowadays we can provide a multifaceted variety of sites and attractions. The whole metropolitan area, from the Appennines to the flat lands, passing through the Imola area, has a large cultural and natural heritage: there are two sites selected by UNESCO, 24 sites belonging to Natura2000, a network of protected areas and the territory is also rich in natural parks, suggestive hiking trails and panoramic cycle routes.

These thematic itineraries, that connect Bologna to other important cities in central Italy, consent to stay in contact with the natural environment, the landscape and the historical heritage of the surroundings; so, if you want to rediscover the connection with nature, this is a perfect place for you. Moreover, the metropolitan area and the whole Region itself offer a wide range of opportunity to enjoy and sharing experience with each other: organization of events, excursions and concerts set up in our beautiful places. All this accompanied with an high level gastronomic experience: all the territory is famous for the local products that are able to rediscover and, at the same time, keep alive the traditions of those wonderful areas.



CENTRE FOR THE PROMOTION OF ENTREPRENEURSHIP PIRAN LTD

The Centre for the Promotion of Entrepreneurship Piran was established by the Municipality of Piran, the Italian Union and the Chamber of Crafts and small business Piran. As part of the regional development agency of Coastal-Karst region, it collaborates in the fields of regional development, economy, business support, tourism, human resources and services for SME. In cooperation with municipalities and other business centres, it additionally provides business consulting for a wide range of users: entrepreneurs, craftsmen, farmers, fishermen, students and other job seekers, self-employment program and preparation and implementation of development projects.

Pilot area The Strunjan Landscape Park is a preserved piece of nature in the Gulf of Trieste, which is unique due to its location by the sea. It was established in 1990 by the municipality of Izola and Piran on the basis of the valid Act on Natural and Cultural Heritage. The natural attributes of the Strunjan Peninsula, its Mediterranean climate and lee position in particular, have enabled the population of this area and the development of traditional economic activities in harmony with nature. Dispersed settlement, terrace farming, an inshore fishery and artisanal salt making have moulded a cultural landscape characterised by a variety of living and cultural environments. Salt pans, which are part of the cultural landscape with dispersed settlement, rural hedges and terraces separated by dry-stone walls, allows a quality co-existence of man and nature.



The Strunjan Salt pans are beside Sečovlje Salt pans, one of the last salt pans in the Mediterranean, where salt is obtained manually with a method which is several hundred years' old. Today, the economic role of the salt pans is subjected to the nature conservationist and cultural roles. The salt from the Park is a delicacy for gourmets; the preservation of salt pans heritage contribute to the preservation of cultural heritage; the saltpan area is giving a shelter to rare animal and plant species and it is at the same time a reserve of ecologically precious environment and remain of once rich Mediterranean cultural heritage which rapidly disappearing.



CULTURAL CENTER ZAGORJE OB SAVI

After almost ten years of design and work, on May 22, 1960, a mighty home of culture was built, Delavski dom Zagorje. The people of Zagorje found the construction of a cultural center so very important in regard to culture needs that they did not give up on the many obstacles that hindered the construction. Today, Delavski dom also includes the Media Gallery, where fine artists present themselves every year and other events take place. There is also a memorial room of one of the most prominent Slovenian opera singers Ladko Korošec in the protocol Weinberger House, and the Workers' Home also manages the Mining Museum in nearby Kisovec.

www.kulturnidom-zagorje.si/ info@kulturnidom-zagorje.si



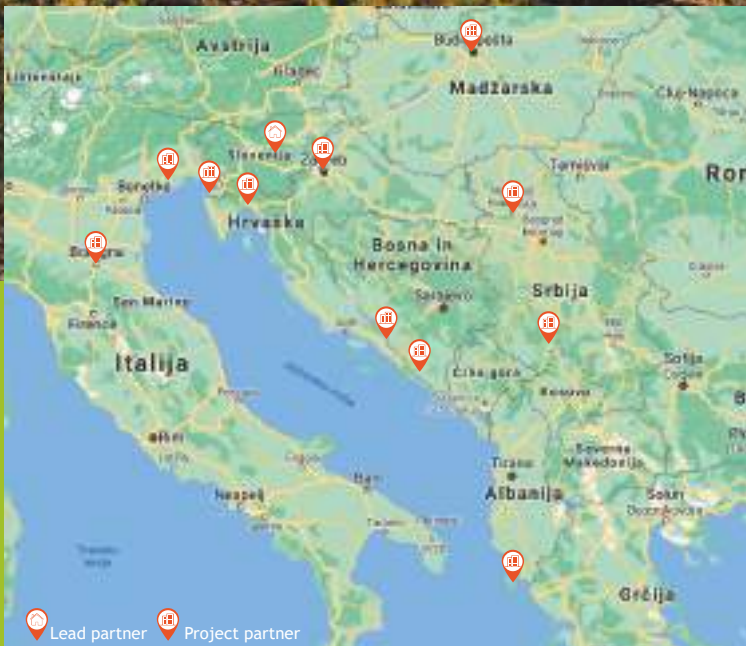
PUBLIC INSTITUTION „NATURE PARK ŽUMBERAK - SAMOBORSKO GORJE“

The area of Žumberak and the Samoborsko gorje is one of the 12 nature parks in Croatia, least populated. The main attraction here is the mosaic of preserved traditional landscape, with a great wealth of flora and fauna, geological features and valuable archaeological finds, which today attracts visitors, hikers and nature lovers.

www.pp-zumberak-samoborsko-gorje.hr park@pp-zumberak-samoborsko-gorje.hr



Foto: Simon Rak



The operation is co-funded by the European Union through the European Regional Development Fund. The operation is conducted under the Interreg ADRION program.