

Split-dalmatia county



SPLITSKO
DALMATINSKA
ŽUPANIJA



EU WEEK OF REGIONS AND CITIES 2020 – SIDE EVENT
EU SYNERGIES FOR CULTURE AND TOURISM

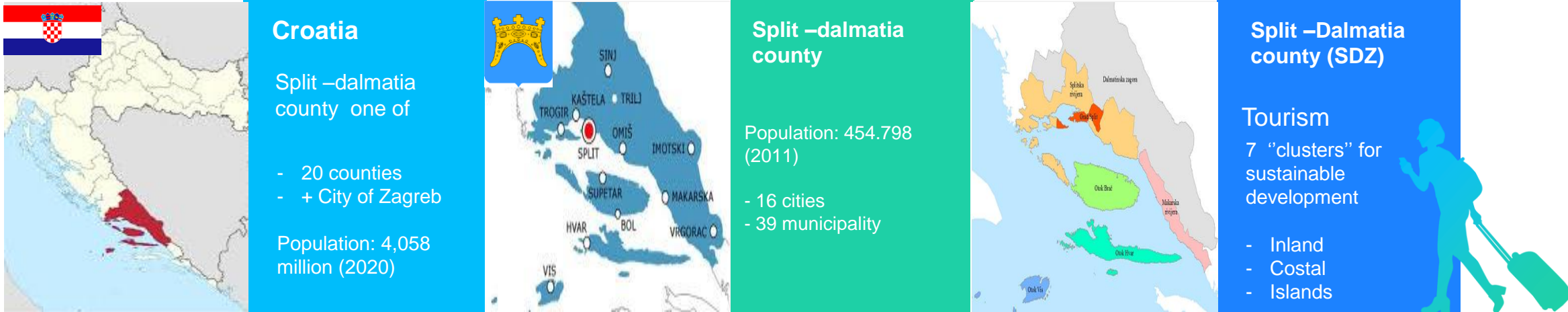
Renata Tešija, Department of Tourism and
Maritime Affairs



Overview

The Split-Dalmatia County is primarily oriented towards bathing tourism, to which it contributes significantly Mediterranean climate with dry and warm summers and mild and humid winters. However, Split-dalmatia county is focusing its efforts toward enhancing our rich cultural heritage, shifting tourism activities toward inland to ease on costal carrying capacity, connecting separated and improving mobility.

sustainable development – tourism - understanding territorial indicators



Land of untold stories and unseen places



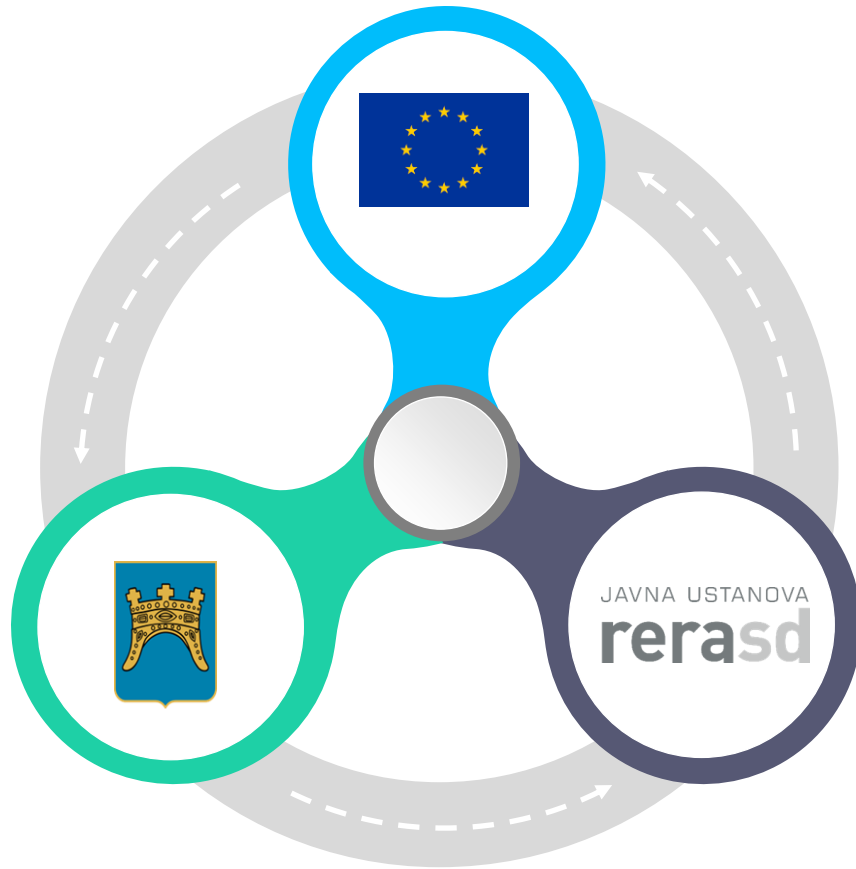
The key challenge is to overcome territorial divirsity in order to present travelers with untold stories and unseen places

SDZ – tourism leading economic branch
-average growth in the number of commercial overnight stays is:

2011-2017 - 11% per year (leading position in Croatia)
2019 - average growth-stagnation
2020- downfall - Covid -19



SDZ & EU funds



01

RERA SD

is public institution specialized coordination and development of the Split-Dalmatia County via “EU projects”

02

EU FUNDS & RERA SD :

Currently runs 37 EU funded projects .

At the beginning of 2019, in cooperation with partners from Italy and Croatia, RERA SD started the implementation of **14** new cross-border cooperation projects financed from the **Interreg program Italy - Croatia 2014-2020**, with a total value of over **32 million euros**.

03

SDZ, SDZ cities & “EU projects”:

Besides RERA SD, Split-dalmatian county as institution and many cities within Split-dalmatian county are using EU funds to achieve balanced and sustainable economic development of our region.



EUROPEAN TERRITORIAL COOPERATION, MAINSTREAMING AND EU MACRO-REGIONAL STRATEGIES IN TOURISM AND CULTURE SECTORS:
Sharing good practices for a better governance
Split-dalmatia county

INNOCULTOUR

Fund/program	Interreg Italy-Croatia Standard
Start of project implementation	1.1.2018.
Duration of project	18 months
Status	Completed
Total project value	€ 916.183,00
EU grant	€ 778.755,55
Partners	Veneto Region (IT), Natural History Museum Rijeka (HR) and JU RERA S.D. (HR)
Project coordinator	DELTA 2000 Societa Consortile a.r.l. (IT)



REMEMBER

Fund/program	Interreg Italy-Croatia Standard
Start of project implementation	1.1.2019.
Duration of project	30 months
Status	Ongoing
Total project value	€ 2.813.460,00
EU grant	€ 2.391,441,00
Partners	Port Authority Ravenna (IT), Port Authority for the East Adriatic Trieste (IT), Rijeka (HR) Intermodal Transport Cluster, Dubrovnik Port Authority (HR), Zadar Port Authority (HR), JU RERA S.D. (HR), Zadar National Museum (HR), Marche Ancona Polytechnic University (IT)
Project coordinator	Port Authority for the Northern Adriatic- Venice



UNDERWATER - MUSE

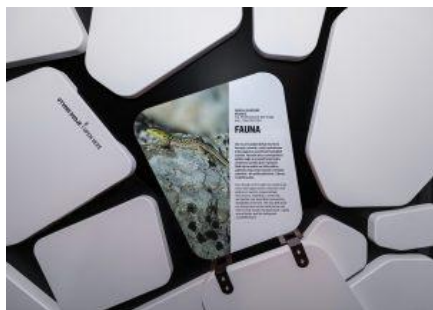
Fund/program	Interreg Italy-Croatia Standard
Start of project implementation	1.1.2019.
Duration of project	30 months
Status	Ongoing
Total project value	€ 1.586.930,25
EU grant	€ 1.348.890,71
Partners	CA 'Foscari University of Venice (IT), JU RERA S.D. (HR), City of Kastela (HR), Marco Polo System EEIG (European Economic Interest Grouping, IT) and Puglia (IT) region
Project coordinator	Regional Institute for Cultural Heritage of the region Friuli Venezia Giulia



USEFALL

Fund/program	Interreg Italy-Croatia CBC Standard +
Start of project implementation	1.1.2018.
Duration of project	21 month
Status	Completed
Total project value	€ 1.140.554,88
Total project value for the City of Split	€ 270.000,00
EU grant - City of Split	€ 229.500,00
Project coordinator	Municipality of Ravenna





INNOVATION AND PROMOTION OF ADRIATIC CULTURAL HERITAGE AS A TOURISM INDUSTRY DRIVER



The overall goal of the INNOCULTOUR project is to contribute to a more balanced development of tourism through the revival, promotion and popularization of lesser-known cultural heritage sites in the Adriatic coastal area in Italy and Croatia.

The selected locations of SD County are the ethno eco villages of the islands of Hvar, Malo and Velo Grablje, Male Rudine and Humac, and through the promotion of ethno eco villages, drywall and protected art of "drywall construction" specific to this area.

Drywall structures are one of the main features of the landscape of the eastern Adriatic coast. The "dry" construction technique involves stacking stone on stone without a binder, and the structures are, almost without exception, built of stone collected during the cleaning and preparation of the ground for planting or grazing. The art of drywall construction has been included in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity as a multinational nomination



Interpretation concept

The interpretation point **Suhozidi (Drywalls)** of the island of Hvar was designed for the purpose of acquainting visitors with lesser-known facts about drywall construction. The stylized shelves themselves are shaped like stones, which form a meaningful unit when folded, thus representing a dry stone wall. At the same time, this interpretation point attracts visitors with interactive strategies, so behind every "stone" there is a door or drawer. Opening the door reveals the secrets of these wall cavities, from the animals that live in it to the construction technique. By opening the drawers, visitors can take virtual reality glasses and thus enter the virtual world. With virtual reality goggles and controllers, the visitor can make a drywall in virtual reality on their own. Care should be taken when working on drywall - since there are no binders, sharp rocks can easily fall and all your efforts fail. In addition, the visitor is allowed to travel through the villages of Hvar through a 360-degree view of four small places on Hvar.



Field contractors

The realization of virtual reality is due to **Delta reality** - a company specializing in the development of virtual, augmented and mixed reality. The author of the museological interpretation is **Kulturbüro**, while the **Mobil concept** is responsible for the presentation installation and it was designed by **Studio Tumpić / Prenc**.

Remember



RESTORING THE MEMORY OF ADRIATIC PORT SITES, MARITIME CULTURE TO FOSTER BALANCED TERRITORIAL GROWTH



REMEMBER project is to promote sustainable tourism and blue growth in the program area through the valorization of the extremely rich maritime heritage of eight Italian and Croatian port areas

Falkuša is a special form of gajeta for fishing in the area of Vis, Korčula and Palagruža. The speed of this gajeta was brought to the maximum (the gajeta itself was slender and had a considerable speed) and the falkuša reached up to 12 knots because falke were added to the existing gajeta solutions (a special longitudinal side extension up to half a meter high). Its length ranged from 9 to 10 meters, carrying capacity up to 5.5 tons of cargo (fish). It was built in Komiža. Gajeta is a sea fishing boat with a rounded hull, pointed bow and stern, with a single Latin sail (sometimes a mainsail that could be shortened). It is between 6 (smaller type) and 12 meters long (larger type, decked). It is equipped with two or four oars, with which the oars are standing. Crew: 2-4 people. It has been in use in Croatia since the 16th century. mostly in central Dalmatia.



Interpretation concept

WHAT

Establishment of 8 virtual museums - Split dalmatia county will present old fishing boat FALKUŠA

HOW

The conceptual version of the project in Split-Dalmatia County is designed as a virtual presentation in 360 degrees with the option to VR display of the traditional fishing boat Falkuše with additional video display in 360 degrees for immersive viewer experience through 3D glasses in locations where VR cabins will be installed. The idea is to integrate and synchronize narrative audio and recorded audio from the location to make the display as realistic as possible and connect into one story through an interactive presentation of Falkuša, with the possibility of creating an interactive map with details of historical travels and activities of Falkuša on the selected route.

UnderwaterMuse



IMMERSIVE UNDERWATER MUSEUM EXPERIENCE FOR A WIDER INCLUSION



The UnderwaterMuse objective is to transform the site into an underwater archaeological park (or eco-museum) through innovative and/or experimental methodologies and techniques in order to try to reduce the loss of important cultural heritages as well as to guarantee an economic spin-off deriving directly from the creation of a sector linked to the tourist-cultural promotion of the context of reference.

The selected location of SD County Underwater archeological site Resnik – Siculi near Split.

In the western part of Kaštela field in Kaštel Štafiljić is the locality Sikuli. The ancient settlement of Sikuli is located along the stream Resnik near Trogir. PlinyThe elder mentions it as a Roman settlement where Emperor Claudius settled veterans, and is also plotted on the Peutingeriana Table. In the 1980-s divers come across fragments of ceramic vessels, and submarine ones archaeological excavations have revealed the remains of a port from the 2nd and 1st centuries. pr. Kr. and representative embossed cups and craters. In research which has been carried out almost continuously since 1991 by the Museum of the City of Kaštela, the belonging settlement from the 2nd and 1st century was also discovered. pr. Kr., As well as the later phase settlements and ports from the 1st - 5th century

Site needs to be further researched.



Interpretation concept

WHAT

Underwater archeological site Resnik - Siculi as a time capsule needs research, interpretation and presentation.

HOW

The VR display of the Siculi site will ensure a long-term economically, socially and environmentally sustainable tourist offer.

USEFALL

UNESCO SITE EXPERIENCE FOR ALL

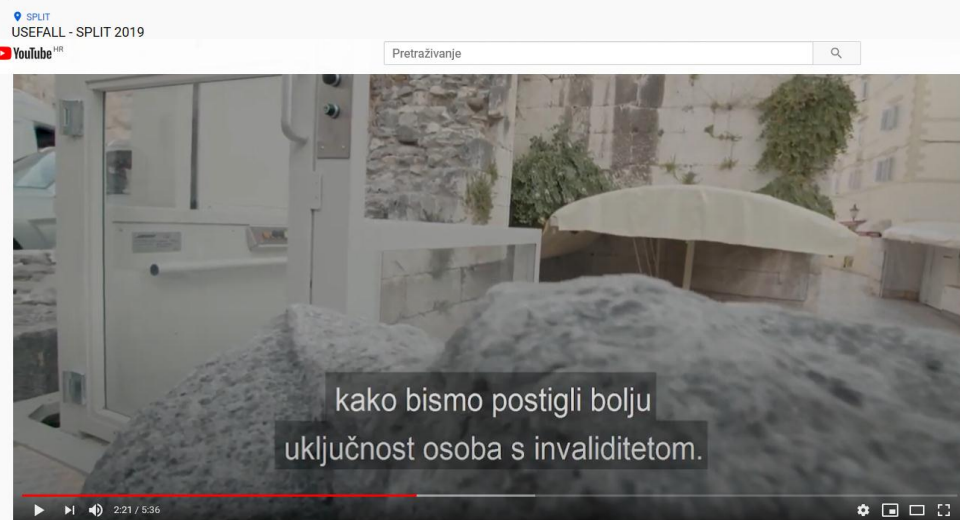
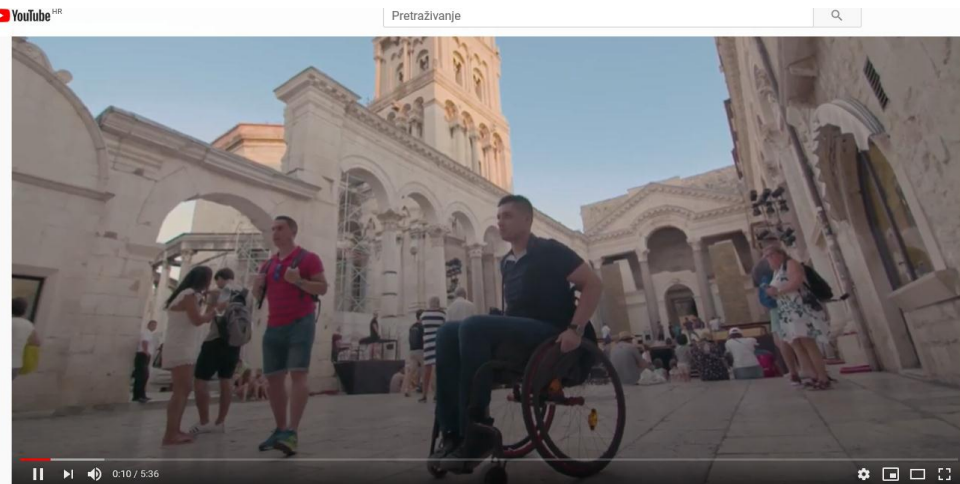


The USEFALL project, capitalizing the results of the IPA Adriatic project EX.PO AUS, is aimed at increasing accessibility of the UNESCO sites of Programme Area in order to make cultural heritage a leverage of balanced and sustainable territorial development. The project approach is focused on: a harmonized management strategy for accessibility of cultural sites and strong coordinated marketing activities; definition of ICT based touristic products; educational services addressed to people with special needs and employees in touristic sector.

The activities of the City of Split include the installation of

- an elevator in the Golden Gate,
- platforms at the eastern entrance to the historic core (at the Silver Gate of Diocletian's Palace),
- and platforms and ramps at the western entrance to the historic core (within two passages from Republic Square to neighboring streets);
- the creation of a map with information on the accessibility of cultural facilities for people with disabilities and a map for blind and partially sighted people;
- making two info panels with a mosaic model; organizing workshops for tourist guides, representatives of associations and cultural institutions;
- and making video materials about the city of Split and the area of project activities.

<https://www.youtube.com/watch?v=yFQ1m4BKNt4&feature=youtu.be>





Thank You

Visit us in 2021 to learn more about untold stories
and to discover hidden corners of Split –dalmatia
county