

Thematic Cluster 3

“Towards Sustainability in cultural and natural tourism destinations”

Contribution of SMART Heritage Project

(Template for the collection of data from TC3 projects)

Responsible project:	 
Responsible Authors:	Agorakis Bombotas, Georgia Liakopoulou (ISI/ATHENA)
Contributing Project:	 
Contribution Partner:	Development Agency of Evia SA – Lead Partner
Contribution Authors:	TREK Development SA

Executive Summary

The Interreg ADRION programme enrolls into capitalization activities aiming at better exploiting the project results and achievements. To this end the different projects funded under ADRION are clustered according to their theme.

Thematic Cluster 3 “Towards Sustainability in Cultural and Natural Tourism Destinations” deals with the theme of sustainable tourism and clusters seven (7) projects: INNOXENIA (207), QNeST (225), ADRIATICAVES (608), **SMART HERITAGE (521)**, ADRION 5 SENSES (314), APPRODI (496) and INNOVAGRO (613). InnoXenia project acts as leader of the Thematic Cluster.

One of the selected activities of Thematic Cluster 3 is associated with the drafting and elaboration of a Cluster Brochure / Report on the outcome of cluster activities and their potential. The scope of the present document is that of a template to collect information from the aforementioned Thematic Cluster projects, so as to develop a common understanding among them of their outcomes, especially with reference to items of high capitalization potential, i.e. innovative services / tools and / or policy recommendations / strategies / action plans.

Out of the collected information, InnoXenia will draft the Cluster Brochure / Report aggregating the different project information and providing an overview of the Cluster activities and outcomes.

The present deliverable is the contribution of the Development Agency of Evia SA, on behalf of the project SMART Heritage to the formulation of a joint brochure/report on the outcomes of the Thematic Cluster activities and its potentials. The working method was proposed by the project InnoXenia and approved by the members of the Thematic Cluster during the 2nd Thematic Cluster Meeting (2-3 October 2020).

Project Identity

Project Acronym / Title: **521 – SMART Heritage – Sustainable Management and Promotion of Common Cultural Heritage**
 Lead Partner: **Development Agency of Evia SA (GREECE)**

Project Summary

Please provide a summary of the project and its main objectives

The overall objective of the SMART HERITAGE project is to promote, valorise and protect cultural heritage in the Adriatic-Ionian area. Its specific objective is to raise tourism attractiveness and reduce tourism seasonality in the project area. A key output is the creation of the Cultural Route “SMART HERITAGE: Connecting the Faces of Europe” a networking structure based on a series of conditions for adhesion, opened not only to partner regions but extended to the entire ADRION area. This route will be a new cultural tourism attraction which will be launched on international tourism markets by positioning the Adriatic-Ionian region as a unique cultural tourism destination and product. The project also includes several activities involving key stakeholders via thematic working groups, the digitalisation of cultural assets, the implementation of an awareness campaign as well as series of trainings for tourism stakeholders. Finally, the project will implement a number of innovative pilot actions including vide-mapping, 3D apps and videos to promote the role of cultural heritage in the tourism sector.

Project main outputs

Please provide the project main outputs. Have the main outputs been delivered?

The SMART Heritage project aims to deliver the following outcomes in the next 12 months:

- 1) **Awareness Campaign** to Improved image and awareness of destination contributes to increase in expected number of visits to supported sites
- 2) Local/ Regional **Action Plans** will contribute to a better management system of common cultural heritage and will improve quality of cultural tourism.
- 3) **The Faces of Europe Cultural Route**, following the methodology and criteria of the Cultural Routes of the Council of Europe.
- 4) **Sustainability Plan** that will ensure continuity of activities and synergies
- 5) **1.000 Cultural heritage assets digitized** to support the safekeeping of the local/regional cultural heritage
- 6) **Five Innovative Unique Cultural Tourism Products** that will be fused by the Cultural Route and feed the local economy

If no, what is the timeframe for this? Month ☐, 3 Months ☐, 6 Months ☐, Year ☒

Project main result

Please provide the project main result. Has the result been achieved? If yes to what extend?

Expected project results:

R1. Raised awareness of the common heritage in the ADRION Programme area.

R2. Strengthened long-term tourism planning and management system through developed planning tools and increased human resources capacities.

R3. Empowered potential of common cultural heritage to become a growth asset for tourism: Established transnational network of cultural institutions; Digitalised cultural heritage; Cultural heritage presented in innovative ways; Cultural route created; Innovative/unique tourism product developed; Improved image of the ADRION destination.

If no, what is the timeframe for this? Month ☐, 3 Months ☐, 6 Months ☐, Year ☒

Project Innovative Results

In case of multiple results duplicate paragraph as needed

Product innovation

Has your project produced any product innovation? If yes describe. Detail the sector that this innovation is related to: transportation, accommodation, support services, sales & distribution, other

The project is introducing in the participating areas the Cultural Routes concept, which aims to support local economies and communities via the creation of transnational cultural references and common historical values. Some of the participating regions have already experience of the scheme, which are now invited to share with the rest of the partners.

The unique cultural tourism products (5 in total, one in each region) that will be created, will feature innovative elements such as the participatory ownership of the product and the transnational synergies that will involve.

Process innovation

Has your project produced any process innovation? If yes describe. Detail the sector that this innovation is related to: transportation, accommodation, support services, sales & distribution, other

N/A

Organizational innovation

Has your project produced any organizational innovation? If yes describe. Detail the sector that this innovation is related to: transportation, accommodation, support services, sales & distribution, other

The SMART Heritage project proposes innovative management of cultural heritage resources, building on the experiences of HERA MED project. The model proposes a holistic approach to cultural management, which involves the participation of local working groups that support the responsible authorities, in order to create innovative cultural tourism products.

Marketing innovation

Has your project produced any marketing innovation? If yes describe. Detail the sector that this innovation is related to: transportation, accommodation, support services, sales & distribution, other

The project's main innovation concerns its approach to presenting/ promoting the available cultural heritage assets. The project is implementing a series of pilot actions which involve the use of advanced technologies in order to present and promote the elements of its Cultural Route as well as demonstrate the local/ regional cultural assets. Technologies such as RD Virtual Reality, Video Mapping, 3D Visualisation Technologies and holograms are introduced to present each areas cultural heritage and their interconnections. All tools and demonstrations will also be available via the online platform of the project, dedicated to the Cultural Route.

Business process innovation

Has your project produced any business process innovation? If yes describe. Detail the sector that this innovation is related to: transportation, accommodation, support services, sales & distribution, other

N/A

Project policy recommendations

Relevant Output

Has your project some output related to policy recommendations, strategies or action plan? If yes please describe and provide some reference.

If no, what is the timeframe for this? Month ☐, 3 Months ☐, 6 Months ☐, Year ☐

Project individual measures

Product diversification and smart destination promotion

Are there any actions / measures proposed in this field? Please describe, detailing the proposal, and the relevant timeframe for adoption

The SMART Heritage project will introduce **10 Pilot actions**, that will contribute to smart destination promotion. Five pilots will focus on multimedia applications including 3D visualisation of cultural heritage in the regions, one action will promote the destination as a unique cultural tourism product via a video production, three demonstrative applications will be developed using holograms and/or video mapping technologies and one holistic exhibition (hosted by University of Mostar) will present our overall approach on utilising technologies for cultural tourism.

Enhanced collaboration for knowledge transfer

Are there any actions / measures proposed in this field? Please describe, detailing the proposal, and the relevant timeframe for adoption

Capacity building was one of the cornerstones of the SMART Heritage project. The project partners are to deliver a total of 55 days of training on the following key knowledge areas:

- Tourism management
- Tourism marketing
- Tourism branding
- Event management
- Presentation skills
- Storytelling skills
- Development of cultural tourism product
- Quality management in tourism
- Cultural Heritage based tourism / basic information

Due to COVID situation a mix of educational methods has been chosen:

- One partner delivered physical trainings
- Three partners organised webinars for each of the topics
- One partner, the LP Development Agency of Evia, is developing 9 MOOCs that will be ongoingly available and open for self-paced study

Furthermore, one MOOC, subtitled to all participating languages, will be created in order to present and train all key stakeholders to the main elements of the Cultural Route and the Unique Tourism Products.

Environmental preservation and climate change mitigation

Are there any actions / measures proposed in this field? Please describe, detailing the proposal, and the relevant timeframe for adoption

NOT relevant to project

Legal framework and standards harmonization

Are there any actions / measures proposed in this field? Please describe, detailing the proposal, and the relevant timeframe for adoption

Max 200 words

Stakeholder and staff education

Are there any actions / measures proposed in this field? Please describe, detailing the proposal, and the relevant timeframe for adoption

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Investment and funding attraction

Are there any actions / measures proposed in this field? Please describe, detailing the proposal, and the relevant timeframe for adoption

N/A

Other

Are there any other actions / measures proposed? Please describe, detailing the proposal, and the relevant timeframe for adoption

N/A
