



INTERREG V-B ADRIATIC IONIAN PROGRAMME ADRIAN

PRONACUL - Common Strategy on transnational, national, regional and local policies improvements

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

Work package: T2 - Policy implementation through Virtual Chamber

Activity: T2.2 – Transnational application of the policies in protected areas

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Introduction

In today's globalized world, societies face several problems in their efforts to strike the proper balance between financial growth and development and the preservation of their natural and cultural environments. Whereas the term "legacy" connotes a mystical aura and ties to the past, evocative of our ancestors' grandeur and accomplishments, its implication may be crucial in terms of economic growth, working as a multiplier for local economies and communities.

This great "gift" comes with a great deal of responsibility, not only for the contemporary society, which bears the burden of valorizing this heritage, but also for future generations, who will carry the torch and will need to find sustainable and viable ways of profiling from the tangible, intangible, and natural heritage, without over-exploiting or rendering it unsustainable.

This tender balancing act between preservation and valorization in today's globalized environment, characterized by the intertwining of economies, communication networks, trade routes, and financial flows, has unquestionably increased the population's interaction with their natural and cultural environments, evoking new possibilities and also new dangers.

In such perspective, the valorization and preservation of the cultural and natural environment creates a quandary for commercial and financial players, and it is one that cannot be solved without a clear goal setting, a lengthy and intuitive vision of the future and a coherent strategy!

This is the void that the project PRONACUL will attempt to fill, with the goal of assisting policymakers in designing and implementing targeted measures and initiatives tailored to the needs and potential of relative stakeholders and actors of the tourism chain at the transnational, national, regional, and local levels, based on each country's natural and cultural heritage.

Within the scope of Work package: T2 - Policy implementation through Virtual Chamber and the Activity: T2.2 – Transnational application of the policies in protected areas, this strategy paper aims to shed some light into the vision of the PRONACUL

project, based on the project's implementation outputs and the current state of management of natural and cultural heritage assets at the PRONACUL partnership level, while also establishing some long-term goals that project partners and stakeholders will have to confront in order to make the ADRION area a more appealing, viable, and sustainable tourism destination.

1. Strategy vision for managing natural and cultural heritage at partnership level

The PRONACUL project's common methodology, which has been evaluated and deployed in fifteen (15) pilot locations, has set an ambitious objective of developing and disseminating a participatory technique for maintaining natural and cultural resources in the Adriatic - Ionian region. During the project's implementation and based on the feedback and interactions of involved stakeholders, as data and findings have been populated and fed into the PRONACUL ecosystem, it has become clear that developing a plan for the management of cultural and environmental heritage assets is only feasible and sustainable in the long run, after aligning the project's initial contribution with long-term goals and objectives, based on some common ground, that is, meeting certain prerequisites at the partnership level in a consistent and centralised manner.

Managing natural and cultural heritage sites can be a challenging task, if the current state is not correctly assessed, thus it is crucial to understand the current condition of the natural and cultural heritage sites, including any threats or challenges they face, and identify the unique characteristics and values that make these sites significant, thus a listing of all natural and cultural heritage sites at partner level, their socioeconomic impact, as well as the opportunities they present and the challenges they face, have been deemed necessary in order to capitalise on development opportunities and mitigate risk accordingly.

Based on the aforementioned strategy vision, six (6) concrete long-term goals have been identified at the transnational, national, regional, and local levels, which should be achieved within 3-5 years, while also being replicable and transferable among PRONACUL partners and external stakeholders.

2. Natural and cultural heritage sites at partner level

The project's common methodology unified approach calls for a detailed listing of the natural and cultural sites at partners' level. The detailed description of said sites, will pave the way to the next chapter of common strategy, where the diverse importance of aforementioned sites will be explained in a more analytical way.

3.1 Regional Development Agency Zasavje – Slovenia

Slovenia is divided into 12 statistical regions. Statistical region Zasavje is located in the central part of Slovenia and is the smallest statistical region in Slovenia by its surface area and the population consisted by 4 municipalities Litija, Zagorje ob Savi, Trbovlje and Hrastnik.

The pilot area which is elaborated by the The strategy deals with the natural and cultural heritage of the Zagorje ob Savi municipality from the point of view of the possibility of connecting Natura 2000 areas and The Zagorje Mining Museum into a potential, sustainable tourist product.

Natural heritage (Natura 2000) of the Zagorje ob Savi

Natura 2000 is a network of core breeding and resting sites for rare and threatened species, and some rare natural habitat types which are protected in their own right. It stretches across all 27 EU countries, both on land and at sea. The aim of the network is to ensure the long-term survival of Europe's most valuable and threatened species and habitats, listed under both the Birds Directive and the Habitats Directive.

In Slovenia there are 355 Nature 2000 areas covering 37 % of the state's territory. There are seven important protected Natura 2000 areas within the municipality of Zagorje ob Savi: Trojane area, Reber – pine trees, Posavsko hribovje – ostenja, Čemšeniška planina, Medija – borovja, Kotredež and Kandrše – Drtjščica. The Natura 2000 area Posavsko hribovje – ostenja is protected by Birds Directive and the rest by the Habitats Directive.

The economic role of the Natura 2000 areas in Zagorje ob Savi is subjected to the nature conservationist and cultural roles. With no official management authority in Zagorje ob Savi the preservation of Natura 2000 areas are mostly in the hands of the

landowners. Thanks to the remote access and a location from the main roads and hiking paths the Natura 2000 sites are not threatening by the population, rather by the overgrowing of the agricultural land.

Trojane area (SI3000165)

Trojane area is an 89 ha area that is important for the presence of many important habitat species such as common sedge, lesser horseshoe barb and marsh sedge.

Posavsko hribovje - ostenja (SI5000026)

The ornithological importance of the 3,516 ha area is given by numerous rocky walls within the steep banks of the river valleys. The rocky walls are compact and dissected, making them an ideal nesting ground for the peregrine falcon *Falco peregrinus*, and the steep slopes above the valleys and plains are also an excellent hunting ground for it. Here, the species reaches the highest population density in Slovenia precisely because of the natural conditions. The area is also a nesting area for the mountain eagle species.

Čemšeniška planina (SI3000121)

The area extends over 316 ha of hilly areas north of Zagorje ob Savi, which, with its dry meadows and colourful forest edges, provides a habitat for many butterflies, such as the meadow stilt and the striped bear.

Reber – borovja (SI3000164)

Reber is a 74 ha area located on inaccessible terrain on the left bank of the Sava River and represents an important habitat of the Dinaric red pine forest on a dolomite base.

Medija – borovja (SI3000165)

The area is located in the catchment area of the Medija stream in the northern area of the municipality of Zagorje ob Savi, with a size of 90 ha, in which there are Dinaric red pine forests on a dolomite base and carbonate rocky slopes, which are the habitat of vegetation that thrives in inclined crevices.

Kotredež (SI3000317)

The 41 ha area of Kotredež is home to a large population of little horseshoe crab. This is a species of bat that, like other horseshoe bats, has a characteristic horseshoe-

shaped fold of skin between the nostrils. It inhabits attics, church steeples, castles and abandoned buildings.

Kandrše – Drtjščica (SI3000205)

The area comprises 1,360 ha of cultural landscape at an altitude between 400 and 700 m above sea level, dominated by meadows, fields and, in the northern part, beech forests, which are a suitable habitat for the striped bear butterfly and the little horseshoe bat. In the south, the area is bounded by the stream Drtjščica, which with its tributaries is an important habitat for the stone crayfish and the Lombardy lamprey.

Cultural heritage of the Zagorje ob Savi The Zagorje ob Savi mining museum

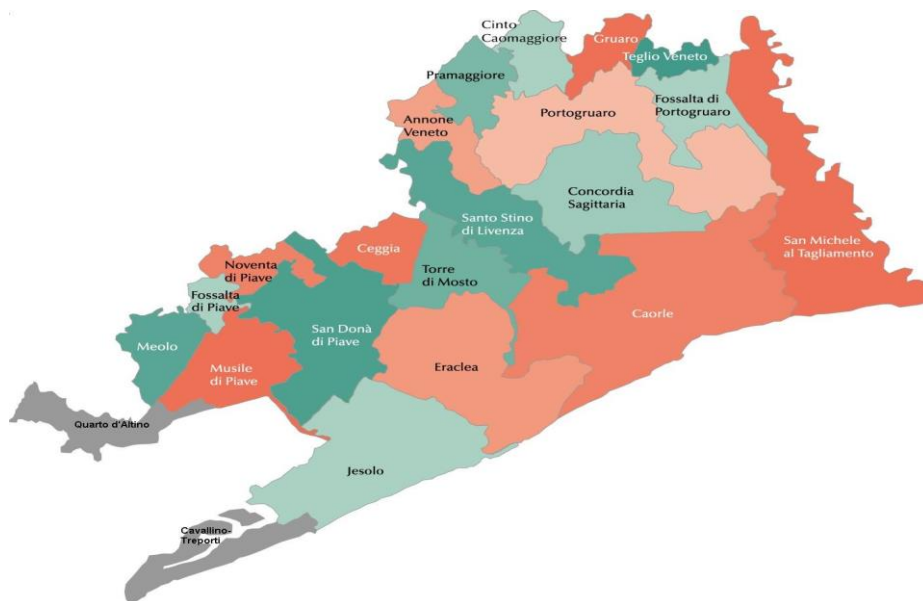
The Zagorje ob Savi mining museum is located 2 kilometres from the municipality's centre in the town Kisovec. In 1995, the machine room of the Zagorje mining shaft Loke near Kisovec was turned into a small local mining museum managed and operated by the municipality's Cultural Centre. The museum displays photographic and documentary material as well as various tools and accessories that show the history of mining and individual excerpts from the miners' work. The story of mining in the municipality of Zagorje ob Savi is more than 250 years long and full of interesting facts and memories carried by retired miners and their families. The Zagorje Mining Museum offers a piece of the interesting history of the time that Zagorje experienced as a mining centre which drew it onto the map of the coal regions of Europe.

3.2 LAG Eastern Venice – Italy

The area named "Eastern Venice" (Venezia Orientale) is located on the eastern border of the Veneto Region with the Friuli-Venezia Giulia Region. To the south it is bathed by the Adriatic Sea, in a coastal area visited every year by about 22 million tourists, who concentrate on the beaches of Cavallino-Treporti, Jesolo, Eraclea, Caorle, Bibione, constituting the second Italian tourist destination, in the first Italian tourist region and sixth at European level – the Veneto. The water, underwater and coastal heritage of the area plays a significant role, thanks to the presence of numerous waterways and lagoons, in addition to the beaches. There are in fact two main lagoons - Venice and Caorle - and the small lagoon of Eraclea.

There are numerous significant environmental areas connected to important ecosystems, including sites belonging to the Natura 2000 network and protected areas, parks and reserves of local interest, areas of naturalistic environmental interest, forests, coastal woods, historic agricultural landscapes, archaeological sites, small villages and medium-sized towns, characterized by a large architectural heritage deriving from different historical periods. It is a flat area, which extends over 22 Municipalities for a total of 234,622 inhabitants (data: 12/31/2020) and 1,135 sq km. The municipalities are: Annone Veneto, Caorle, Cavallino- Treporti, Ceggia, Cinto Caomaggiore, Concordia Sagittaria, Eraclea, Fossalta di Piave, Fossalta di Portogruaro, Gruaro, Jesolo, Meolo, Musile di Piave, Noventa di Piave, Portogruaro, Pramaggiore, Quarto d'Altino, S.Donà di Piave, S.Michele al Tagliamento, San Stino di Livenza, Teglio Veneto, Torre di Mosto.

The tourist offer is currently concentrated on the coast, while the hinterland, historically less frequented as a destination, is the protagonist of a series of initiatives aimed at enhancing the tourist offer. On the coast, tourism has made famous places such



as Bibione, Caorle, Eraclea, Jesolo and Cavallino-Treporti, while inland the visitor can find himself immersed in the typical Venetian plain, fed by the Tagliamento, Lemene,



Livenza, Piave and the Sile rivers, and characterized production of fruit and vegetables, cereals and wine.

From 2008 onwards, the coast of all the 5 coastal Municipalities of Eastern Venice continues to obtain the Blue Flag, and it is the result of a consolidated and effective culture of water and territorial governance. There is a rich environmental heritage in the territory, an "ecological network" which finds its main structure in various sites of the Natura 2000 network, with a marked water value (coastal and coastal areas, inland wetlands and rivers and residual strips of lowland forest).

The area hosts relevant SCI sites - Sites of Community Importance (river areas of the Reghena and Lemene quarries - Cinto Maggiore, Bosco Zacchi, Caorle lagoon, Mort lagoon and Eraclea pine forests, Lison wood, Livenza river area); SPA sites - Special protection areas (Valle Vecchia - Zumelle - Bibione valleys, Tagliamento mouth, Zignago - Perera - Franchetti - Nova valleys, Reghena and Lemene river areas - Cinto Caomaggiore quarries, Sile river: Sile Morto and bend of S Michele Vecchio), and SCI/SPA sites (Bosco Zacchi, Bosco Lison, Peninsula of Cavallino: coastal biotopes).

Regarding the parks, the regional park of local interest of the Reghena, Lemene and Cinto lakes and, to a small extent, the regional park of the river Sile are worth mentioning. There are also small areas of naturalistic interest, agroforestry areas and wetlands, coastal and lagoon areas, river and marine areas and fishing valleys, WWF oases and naturalistic and environmental education centres.

In addition to the 27 fish farms (Valli da pesca), there is a large variety of biotopes, characterized by a rich biodiversity: agroforestry areas and wetlands (north), coastal and lagoon areas (mainly at the ends of the coast), river areas (from north to south) and marine (the so-called "Tegnue", in Caorle, under protection since 2004). From a forestry point of view, the Pianura Forestry Association has been active since 2022, and it is the only association for the sustainable management of lowland forests and their tourist-recreational, educational and ecological enhancement, which deals with the protection of over 300 hectares of woods present in area.

As for the cultural heritage, Eastern Veneto is characterized, also in this case, by a strong stratification, which has its roots in the times of the Roman Empire, for the



Byzantine Empire and then between the Middle Ages and the Renaissance, up to the Great War and the twentieth century, with the Great Land Reclamations having taken place on a considerable part of the area.

From the point of view of museums, the Veneto Museum Pole network includes the sites of Concordia, Portogruaro and Quarto d'Altino, as well as the Archaeological Museum of the Sea of Caorle and the recently established Ecomuseum of San Donà di Piave, led by Aquae, and at the Landscape Museum of Torre di Mosto. As for the naturalistic-cultural tourist use, the itineraries ("GiraSile", "GiraPiave", "GiraLivenza", "GiraLemene" and "GiraTagliamento") are playing an increasingly important role.

There are three national archaeological museums, which are part of the Veneto Regional Museum Directorate (DRMV), a peripheral office of the Ministry of Culture (MiC).

Museo nazionale e Area archeologica di Altino - Quarto d'Altino (Cultural Site)

The site is made up of a recently inaugurated museum, housed within a rural complex, and two archaeological areas which conserve the artifacts of the ancient cardo and decumanus, the remains of mosaics from domus, a wharf/landing point and the foundations of one of the monumental city gates. Visitors: 6924 (periods 1.04.2020 - 30.09.2022)

Museo Archeologico Nazionale Concordiese a Portogruaro e area archeologica di Concordia Sagittaria (Cultural Site)

The archaeological area is located within the city center of Concordia, just outside the Roman walls. The Concordia National Museum, opened to the public on 28 October 1888, collects almost exclusively materials from the colony of Iulia Concordia. Visitors: 4968 (period: 1.04.2020 - 30.09.2022)

Museo nazionale di Archeologia del Mare – Caorle (Cultural Site)

The Museum is divided into two sections. The visit begins with the first exhibition part, on the first floor, TERREDACQUE from exhibition to museum, already set up in 2014 by the then Superintendency for the archaeological heritage of the Veneto. The

rooms on the ground floor tell the story of the brick Mercury, a two-masted warship built in the Napoleonic era and sold by the French to the Italian fleet, blown up in 1812 off the local coasts. Visitors 4872 (period 1.04.2020 - 30.09.2022)

The awareness of the disparity between the tourist presences of the coastal area, among the first in Italy, and the lesser notoriety of the inland areas has led local institutions and operators to create tourist itineraries of a cultural and naturalistic nature as a measure for the development of the hinterland, also in order to distribute tourist flows throughout the area.

3.3 Rijeka Tourist Board - Croatia

The Rijeka City, the third largest city in the Republic of Croatia, is rich in natural and cultural heritage. Given that the focus of the Pronacul project is on the Trsat castle, the following will describe the natural and cultural heritage located in the area of Trsat, the well-known Rijeka quarter, where the Trsat Castle is located. Trsat is the oldest part of the city of Rijeka on the steep cliffs above the Rječina canyon. It extends from the historical core of Trsat to the University campus in the east, and in the north to Strmica settlement.

Trsat Castle (Cultural Site)

Trsat Castle represents a strategically embossed gazebo on a hill 138 meters above sea level that dominates Rijeka. As a parochial center it was mentioned for the first time in 1288. Trsat Castle is one of the oldest fortifications on the Croatian Coast, where the characteristics of the early medieval town construction have been preserved. Today Trsat Castle, beside the Gradina coffee bar, is enriched with new facilities – gallery space where art exhibitions are held as well as open-air summer concerts and theatre performances as well as fashion shows and Literary evenings. In addition to the Tourist Information Center, the Trsat Castle also houses the Paths of Frankopan Interpretation Center.

Mary's Shrine of Trsat (Cultural Site)

Mary's Shrine of Trsat is the oldest Christian pilgrimage site in Croatia, dating back to year 1291. In year 1930, the church of Trsat was named basilica minor, and during its long history it has received numerous papal letters and indulgences. Every year it is



visited by thousands of international pilgrims, and one of the most famous of them in recent history was Pope John Paul II.

Petar Kružić Stairway (Cultural Site)

From the center of Rijeka, the shortest route to Trsat leads to Petar Kružić Stairway. Work was started on them in 1531 by Petar Kružić, hero of battles against the Turks, who built the lower part of the stairway, later expanded to 538 steps. There are 561 steps in all, and they were built for pilgrims on their way to the votive church. Today, the stairs are used every day, as the closest way from the city center to Trsat.

Croatian National Library Trsat (Cultural Site)

It was founded in 1877 to gather patriots and to be the centre of the Croatian national movement against the threat of Hungarian imperialism at the time. In Croatian National Library Trsat were published books, it was possible to read newspapers and organized lectures. The Croatian National Library Trsat, which records its long history, and which also houses the Trsat Local Board, the Trsat Retirees' Club and the Tarsatica restaurant, is also the gathering center for Trsat residents during various social and entertainment events throughout the year.

National Hero Park Trsat (Natural Site)

The Trsat park extends from 95 to 145 meters above sea level. This piece of nature preserved in the city was created in the period between the two world wars (in 1926) according to the project of architect Zlatko Prikriilo and horticultural expert Josip Kulfanek, known for the use of indigenous plants and respect for the natural stone landscape. The park consists of two parts, occupies an area of 45.000 m² and forms a harmonious whole of pines, cypresses and evergreen bushes, surrounded by deciduous forest. On the highest plateau of the park there is a memorial ossuary in memory of the victims of the anti-fascist struggle, and within the park there is also a playground for the youngest with swings, see-saws and other facilities.

Rječina canyon (Natural Site)

The marked hiking and excursion trail "Rječina canyon" from Trsat to the source of the Rječina is a favorite destination for excursionists. The most significant phenomenon



of this karst river is a hot spring, a deeply cut canyon, waterfalls and rapids, and the area of the Rječina canyon was declared a protected nature object in 1985.

3.4 Ilia Chamber – Greece

Known primarily as the location of Ancient Olympia, where the first Olympic Games were held, the Regional Unit of Elis (also written Helia and Ileia) is a historical and geographical gem, hosting, among other monuments of cultural heritages, two (2) UNESCO World Heritage Sites. The regional unit of Elis is also home to some picturesque landscapes and Natura 2000 protected areas, which attract increased tourism flows throughout the year, creating income and new jobs for the local communities.

Katakolo (Natural Site)

The coastal town of Katakolon has a long history as well as many beautiful attributes. Rich in traditional color, Katakolo welcomes guests to its port while also providing a wide variety of vacations possibilities. It was constructed close to the remains of Ancient Pheias, whereas at the entrance, it is dominated by an ancient raisin warehouse, which at one time served as a storage facility for raisins that were being transported to the west by boat. In the 19th century, the port of Katakolon was constructed so that raisins could be sent to other European countries. The buildings that formerly housed Raisin's warehouses have been renovated and are now used as restaurants and pubs. A stunning vacation destination, Katakolon and its surrounding region are known for their mountainous terrain, lush vegetation and proximity to the sea. The site of St. Andrew, which overlooks Katakolon, proudly exists to remind visitors of its extensive past. Pyrgos, the capital of the regional unit of Elis is located around 12 kilometers to the south of Katakolon.

Foloi oak forest (Natural Site)

The famous Foloi oak forest is representative of Greece's extensive forest resources, which may be found across the mountainous region of Ilia and beyond. Only 25 kilometers away from Ancient Olympia, the birthplace of Olympism, located on the Foloi Plateau, at the southern foot of the Erymanthos Mountain Range, this natural woodland is not only beautiful, but also rare in Europe, mainly due to the presence of the magnificent



broad-leaved oaks. The Foloji oak forest straddles the watersheds of two rivers: the easterly Erymanthos, which serves as a de facto boundary between Ilia and Arcadia, and the southwestern Homeric River Sellienta or Iliakou Ladon. It extends around 25,000 square kilometers, whereas the area is recognized as protected parkland by the NATURA 2000 network.

Kaiafas lake (Natural Site)

The area known as Kaiafas is located to the west of the regional unit of Elis, within a distance of 27 kilometers from its capital, Pyrgos and features a huge beach on the side of the Ionian Sea, a coastal pine forest, and the lake of the same name, which is the heart of spa tourism in the region. Kaiafas, with its lake and the unique natural landscape that surrounds it, is located on the borders of the Municipality of Zacharo and includes the huge, sandy coast that runs along the entire coastline of the Kyparissia gulf (NATURA 2000), the impressive pine forest of Strofylia, the plain of Xirochorio - Zaharos, and the mountain range of the mythical Mount Lapitha, the source of the Anigrade nymph.

National Wetlands Park of Kotychi Strofiliias (Natural Site)

The National Wetlands Park of Kotychi Strofiliias stretches along the coastal zone of Northwestern Peloponnese. Lake Kotychi has an area of 7500 acres and is the largest lagoon in the Peloponnese and a station for migratory birds. Visitors have the opportunity to meet rare species of birds such as herons, silver pelicans, gannets and a spotted eagle. Moving even further north to forest of Strofilia, one of the largest pine forests in the whole world stretches out of the Mediterranean with an area of 22,000 acres. Forest trees, pines, pines, and oak trees may live for up to 120 years. It is also worth mentioning that caretta sea turtles establish their nests and give birth on the beach of Strofilia. We arrive at another exceptional lagoon of statutory environmental protection Natura 2000 in the other direction and in less than 35 minutes by automobile.

Pinios artificial Lake (Natural Site)

The Pineios River flows for roughly 70 kilometers in the Peloponnese. Gastouni River (or Erymanthos River) rises in the mountains above the town of the same name and empties into the Ionian Sea. Legend has it that in his fifth labor, Hercules cleaned the

Augean Stables by diverting the waters of the Pineios and Alfeios rivers. After collapsing the walls of the stables, the hero used the river's flow to clean up the excrement.

The Pineios River flows into the Pineios artificial lake before continuing on to the sea. One of Elis's most important structures, the dam that contains the river's water was constructed in 1968 and is located close to Ancient Ilida. It has a height of 50 meters and a length of 2,175 meters.

Archaeological site of Olympia (Cultural Site)

The most revered sanctuary in all of ancient Greece may be found in the western part of the Peloponnese, in the picturesque valley of the Alpheios river. It is located on the southwestern foot of Mount Kronios, near the junction of the Alpheios and Kladeos rivers, and it is dedicated to the god Zeus. Despite its remote location close to the western shore of the Peloponnese, Olympia developed as Greece's preeminent center for religion as well as physical competition. The Olympic Games, which are held there every four years, are widely regarded as the most prestigious sporting event held anywhere in the world. According to the website for UNESCO's Globe Heritage program, Olympia is perhaps the only ancient archaeological site anywhere in the world that has as much significance in the modern world as it once had. The most important features at the site are the ancient stadium of Olympia, which was the location of the Olympic Games and the enormous temple of Zeus, which is the biggest temple in the Peloponnese. Both of these structures date back to the time of the Olympic Games.

Temple of Apollo Epicurius at Bassae (Cultural Site)

The temple of Appoco Epicurius is the first Greek landmark designated as world cultural heritage by UNESCO (in 1986 it was added to the relevant list). Protected from weather by a canopy, it is the temple with the world's oldest Corinthian capital. It was erected in the middle of the fifth century BC and is one of antiquity's finest and most majestic temples.

Chlemoutsi castle (Cultural Site)

One of the most impressive fortifications in the Peloponnese is Chlemoutsi Castle, which sits on a hill above the town of Castro and looks out over the Elis plain. Slavic in



origin, the name is derived from the hill on which the city sits (Chelmos or Chelonata). An ancient settlement dating back to the middle Helladic period has been found (10.000 b.C and 2.000 b.C).

The Chlemoutsi castle is a great example of a well-designed stronghold due to its two distinct sections. The interior is located on the southeast peak of the hill and is surrounded by a horseshoe-shaped outer barrier. Its walls stretch for close to 1 kilometer in total. There are cisterns and traces of a water pipe system along the route, both of which date to the same time period as the castle (the 13th century). The Castellan's private residence, together with the reception halls, cooks, and guard quarters, were located inside the inner enclosure, while the two-story chambers housed the cisterns, chimneys, and storage rooms.

Ancient Elis aka Archaia Iliida (Cultural Site)

For almost a thousand years, Ancient Elis, the capital of the state of Iliia, was a constant host city of the ancient Olympic games. The remnants of the old city are situated near Amaliada, between the plain and the mountain area. The discoveries attest to the city's wealth, demonstrating that it was significant and well-organized.

Today's visitor will witness what remains and has been unearthed from the old market, theater, village, fortress, and cemetery. The major and best-preserved landmark is the old theater, located near the northern end of the market, with a distinctive earthen pit and well-maintained stage construction. A little distance from the temple lies the well-organized Museum of Ancient Elis, which houses the excavation results.

Isova Monastery in Trypiti (Cultural Site)

A small valley to the west of the village of Trypiti is home to the ruins of the Gothic-style Isova Monastery, a prominent Catholic monastery. A group of Cistercian monks who arrived in the Peloponnese while it was ruled by the Franks built it. Zarakas Monastery, located on the shores of Lake Styμφalia, is the second Peloponnesian monastery of the Cistercian order. Once a magnificent Gothic monastery, the structure was destroyed by Byzantine troops in 1275, forty years after it had been built.

Fragavila Monastery in Amaliada (Cultural Site)

Behind Saint Nicolas Church, you can make see the remains of the old building. The huge building's only remaining parts are its north wall and west apse (its total length exceeds 40 m). There were no aisles in the church, and its saddleback roof and pointed barrel windows set it apart. On the north side of the cathedral are the ruins of the monks' living quarters.

Kotsanas Museum of Ancient Greek Technology (Cultural Site)

The museum showcases state-of-the-art technology from ancient Greece. Hundreds of objects and working replicas made by Kotsanas using the same methods and materials as the originals are on display in this permanent exhibition space, while the inaugural exhibition "Hi-Tech Inventions of Ancient Greeks" gives visitors a rare opportunity to learn about a previously unexplored facet of ancient Greek culture. Antikythera Mechanism, the earliest known analogue computer, and a functioning duplicate of Plato's hydraulic alarm clock are among the highlights.

Merkouri Estate (Cultural Site)

The Merkouri Estate, located in Korachori not far from Katakolo, has been producing wine for more than 140 years, making it the oldest such establishment in all of Greece. Stone winery, museum of agricultural implements and papers from the Estate's and the region's history, ancient stone church, and, of course, the imposing mansion of the family from 1870, constructed in Italian style, make this one of the most magnificent wineries in the nation.

3.5 Entrepreneurship and Business Association LiNK - Bosnia and Herzegovina

Within PRONACUL project, LiNK works on improvement of two necropolis sites: Dugo Polje Jablanica and Radimlja Stolac. There is a a long-term cooperation with these Municipalities.

Both Stolac and Jablanica are well connected with regioanl metropolas and thus are interesting to visitors of Dubrovnik, Sarajevo and Mostar. They are rich in culture and natural heritage and their necropolis sites are listed on UNESCO.

Dugo Polje necropolis, Jablanica (Cultural Site)

Dugo polje, where the necropolis with stećci 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 Zreonice, 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 (Cultural Site)

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.

3.6 University of Novi Sad, Faculty of Sciences – Serbia

In the Republic of Serbia, five areas have been declared national parks due to their natural values. The first national park was proclaimed in 1960, and it is the "Fruška gora" National Park. National Park "Fruška gora" is located on the lone island mountain of the same name on the southern edge of the Pannonian basin, which represents the most dominant orographic unit in Vojvodina. Fruška gora has a west-east direction with a length of about 80 kilometers, a width that does not exceed 15 km and an area of 500

km². The mountain is located in the confluence of the Danube and Sava rivers, i.e. in the northern parts of Srem, and its westernmost part extends into the territory of the neighboring Republic of Croatia. The western border of Fruška Gora is formed by a loess section on the Šid - Šaregrad line, and the eastern by a steep loess section near Stari Slankamen. Fruška gora is a relatively low mountain with stepped slopes that have characteristic gentle transitions, which gives it features of good traffic accessibility and convenience for locating facilities required for tourism development. Rising like a green island above the tame and flat Vojvodina, which is 100 m above sea level, Fruška gora with its highest peak, Crveni čot (539 m above sea level), represents the most dominant elevation on the southern border of the Pannonian Plain.

The total area of the National Park according to the Law on National Parks is 26,672 ha, of which 19,308 ha is in state property, and 7,364 ha in private and other forms of property, of which 3% is covered by the I degree of protection regime, 67% by II degree and 30% by III degree of protection regime. The protection zone of the National Park was established on an area of 56,650 ha.

Within the wider area of the Fruška gora National Park, the Special Nature Reserve "Koviljsko Petrovaradinski Rit" is also protected. The reserve represents a complex ecosystem with original, natural values, which to a certain extent are in the process of disappearing due to natural succession and decades of negative anthropogenic influence.

The basic natural and cultural values for which the National Park is protected are:

- forest ecosystems with various types of oak forests, especially Pannonian thermophilic forests and relict thermophilic oak forests with a Mediterranean feature;
- unique primordial steppe and forest-steppe habitats in the Pannonian Lowland located on the slopes of Fruška Gora;
- habitats and populations of wild flora of national and European importance with the presence of Pannonian endemic and numerous relict species from the Tertiary and Xerotherm periods, characterized by a wealth of species from the orchid family; - a habitat for over two hundred species of birds, among which the golden eagle, black stork, wood pigeon, black buzzard, white-necked flycatcher and black-headed bunting stand out;



- a globally endangered species of waterfowl, whose habitats on the steppe pastures are disappearing;
- numerous fossil sites, numerous outcrops with discovered geological formations, significant for understanding the geological structure and historical - geological development of the lithosphere in the Pannonian region and the Danube region; - a unique mountainous area in the Vojvodina plain with a ridge part under the forest and slopes with glades, vineyards and orchards, under the influence of traditional activities, folk creativity and construction;
- a large number of cultural and historical monuments.

FRUŠKA GORA Natural Heritage

Within the National Park there are:

- Nature monument "Oskoruša near Hopovo, municipality of Irig;
- Monument of garden architecture "Beočin Monastery Park", municipality of Beočin;
- Nature monument "Ritska forest on Mačkovo Sprudu", municipality of Beočin;
- Natural monument "Kamenički Park" in Sremska Kamenica, City of Novi Sad;
- Natural monument "Palace Garden" in Sremski Karlovci;
- Natural monument "Black Mulberry in Sremski Karlovci";
- Natural monument "Wild Chestnut in Sremski Karlovci";
- Natural monument "Platan in Sremski Karlovci";
- Nature monument "Yew in the park of the Patriarch's Palace" in Sremski Karlovci;
- Nature monument "Two yew trees in the courtyard of the Karlovac High School" in Sremski Karlovci;
- Natural monument "Two oak trees in Gibarac", municipality of Šid.

Geological heritage

Fruška gora is distinguished by its rich geological diversity, which makes it a unique geotype in the territory of the Republic of Serbia. On Fruška gora there are numerous fossil sites, numerous outcrops with discovered geological formations, significant for understanding the geological structure and historical-geological development of the lithosphere in the Pannonian Lowland and the Danube (the

occurrence of deposits of various mineral raw materials, from semi-precious and decorative stones, various construction materials to coal and geothermal waters).

The largest number of fossil sites in Fruška Gora is related to Neogene deposits (sediments that were created slightly before the Pannonian Sea, about 20 million years ago, as well as sediments that were created in and during the Pannonian Sea, i.e. the period from 16 million years ago to 2 million years ago year). Geological diversity consists of an enviable number of geological heritage sites (of varying scope), complexes of geological entities of special scientific importance, rarity and beauty, which are representative of this and wider area and its geological history, events or processes.

Areas of international importance for the preservation of biological diversity

Areas of international importance for the preservation of biological diversity have been recorded in the area:

- Fruška gora and Koviljsko-Petrovaradinski rit, areas of international importance for the preservation of biological diversity of the EMERALD network;
- Fruška gora and Koviljsko-Petrovaradinski rit, an area of international importance for plants (IPA - Important Plant Area) set aside by the international Plantlife project;
- Fruška gora, Koviljski rit and Danube loess section, areas of international importance for birds (IBA - Important Bird Area), separated according to the strict criteria of the IBA project, which is carried out by the international organization Bird Life International;
- Koviljsko-Petrovaradinski rit, an area registered on the list of Wetlands of International Importance
- Ramsar Areas, according to the Ramsar Convention (Convention on the Conservation and Sustainable Use of Wetlands of International Importance);
- Fruška gora, a selected area of international importance for day butterflies (RVA Prime Butterfly Area).

FRUŠKA GORA Cultural Heritage

Material traces in the observed area are unevenly represented. From the point of view of protection and presentation of immovable cultural heritage, the most important is the peripheral area of the National Park with the contact part of the protection zone:

- the southern slopes of Fruška Gora, with complexes of monasteries (Kuveždin monastery and Divoš settlement, remains of Bešenovo monastery and Bešenovo Prnjavor settlement, monastery and settlement: Mala Remeta, Jazak, Vrdnik, etc.);
- the northern slopes of Fruška Gora with the Beočin and Rakovac monasteries and settlements on the right bank of the Danube: Neštin, Susek, Banoštor, Čerević, Beočin, Rakovac, Ledinci, Sremska Kamenica and Bukovac;
- Petrovaradin with Petrovaradin fortress;
- Historical town of Sremski Karlovci;
- The loess section of the eastern slopes of Fruška Gora with the settlement of Čortanovci, where there is a valuable architectural heritage and a large number of archaeological sites (the area of missing above-ground material traces of cultural heritage).

The central area of the National Park includes mostly monuments of recent history - historically significant places from the National Liberation Struggle on Fruška Gora. The importance and multitude of material cultural assets on Fruška Gora, as well as their variety and diversity, speak in favor of the fact that it is an extremely humane space for life, creation, and duration. In the observed area there is a total of:

- five spatial cultural-historical units;
- 97 cultural monuments and their protected surroundings;
- three famous places;
- six archaeological sites

In the area of Fruška Gora, there are 27 immovable cultural assets of exceptional importance, namely: two spatial cultural-historical entities, 23 cultural monuments and two famous places.

Fruška Gora monasteries as centers of tourism development

Fruška Gora monasteries, monuments of cultural and historical heritage and guardians of cultural heritage in this area are destinations where religious tourism is the most developed (tourism related to faith). The areas of religious tourism centers Velika Remeta Monastery, Grgeteg Monastery, Jazak Monastery, Mala Remeta Monastery, Bešenovo Monastery, Vrdnik-Ravanica Monastery and Šišatovac Monastery stand out for



their pleasant and well-organized semi-natural environment. Next to these monasteries, monastic settlements were formed, from which the settlements of the same name later developed, and these centers also have the potential for the development of ethno tourism. In this sense, it is possible to plan contents such as: ethnic galleries, facilities in the function of gastronomy, facilities for the presentation of customs and old crafts, etc.

The Velika Remeta monastery hosts a summer art school and an icon painting workshop. The monastery has a collection of about 1,500 books and they aim to establish libraries in the monasteries of Fruša Gora.

The Velika Remeta monastery hosts a summer art school and an icon painting workshop. The monastery has a collection of about 1,500 books and they aim to establish libraries in the monasteries of Fruša Gora.

The Vrdnik-Ravanica monastery is known for the glory of the monastery, when the Vidovdan Assembly is held, a tourist-cultural event that aims to contribute to the preservation of the tradition and material and spiritual values of Vrdnik. During the event, special attention is paid to the traditions of folk customs and beliefs, as well as the presentation of folk culinary art, folk costumes, hand crafts, souvenirs, antiques, and local folk products.

The center of religious tourism "Grgeteg Monastery" has great tourist potential, as an area where there is a unity of natural and architectural heritage, with a beautiful visual corridor, a stream that flows through the preserved monastery property, with an authentic brick bridge, preserved residential buildings and a geological-paleontological site.

Krušedol Monastery with the Church of Happiness and authentic buildings in its surroundings form an inseparable historical and ambient whole. Due to its historical and cultural role, the wealth of the monastery treasury and its relics, Krušedol Monastery is one of the most important monasteries at Fruška Gora.

Throughout history, the Novo Hopovo Monastery has had a great role among the Serbs in Vojvodina, not only religiously, but also culturally. The first school in this area was founded there, where Dositej Obradović lived and studied, and later became a monk.

Staro Hopovo Monastery is characterized by its isolation, "tucked away" in the forest and untouched nature in the surroundings. By the way, through the forest, some 200 m from the Staro Hopovo monastery, there is a spring of the same name. A stone chapel was built above the spring. Beočin Monastery stands out from the garden on the south side of the monastery, where a small copy of the Versailles Park with a fountain and a pool in the middle was arranged and built. The park has a protected status as a Monument to Garden Architecture "Beočin Monastery Park". Above the park there is a chapel that needs to be preserved in its original form, and the park rehabilitated according to the conditions of the competent institutions for the protection of cultural and natural monuments.

In the contact zones of the monasteries, apart from the cultural-thematic routes (monasteries, cultural-historical heritage, wine route, etc.), rural tourism has been developed, where, in addition to cultural goods, the following can also be offered:

- local culture, history, archeology and other characteristics of the rural area (live as locals; farms; activities related to nature (picking fruits, grapes, medicinal plants, etc.), getting to know the folklore and customs of the local population;
- ethnotourism: ethno galleries, gastronomy, customs, old crafts, etc.;
- events: celebrations, conferences, etc.

3.7 Institution “Agency for Development of Small and Medium Enterprises of City of Trebinje” - Bosnia and Herzegovina

Trebinje in wider sense of territory covers really big number of natural and cultural sites but for the purposes of developing this document and targeting only pilot area of **Nature Park "Orjen"** it would include following sites:

Hiking and biking trails

In and around the "Orjen" Nature Park there are a large number of hiking and biking, trails. It means 11 hiking routes around the city, 6 hiking routes at Orjen with total length of about 30km, and more than 60 km of biking trails. Most of them are regularly maintained and marked with appropriate signs and local clubs can provide trained guides, 17 for mountaineering and 3 for cycling;



Karst sinkholes and pits at Orjen

They contain ice all year round, which, before the introduction of refrigerators, was dug or "mined" and sold in the summer to restaurants and butchers in Trebinje, Dubrovnik and Herceg Novi;

Endemic plant and animal species

There is a large number of rare plant and animal species on Orjen (Orjen iris, munika tree, eagle, lynx...);

Old town "Klobuk"

The most impressive medieval town-fortress that was located in this area. Its remains are located 30 km from Trebinje. The town is positioned on steep cliffs that fall vertically towards the river Sušica, and it is accessible only from the western side, that is, from the main road that leads from Trebinje to Nikšić. It was declared a national monument of Bosnia and Herzegovina in 2006;

River Sušica

It is located about 15 km east of Trebinje. With its exceptionally clear and fish-rich emerald-coloured water, it is a great location for fishing and swimming enthusiasts;

The Roman bridge in the village of Vučija

It is located on the river Sušica, at the location of the former Roman road that led from Dubrovnik to Montenegro. It is considered to have been built in the 13th century, the same as nearby Vrmska towers;

Monument in the village of Orovac

It is dedicated to the villagers who fall in the World War I;

Eco-camp "Ušće"

It is located along the banks of the river Sušica on the main road from Trebinje to Nikšić. It contains wooden bungalows with a capacity for 60 people, and offers the possibility of organizing various workshops and programs, primarily for children, and tent-type camping for adventurers, mountaineers, cyclists, etc.;

Old narrow-gauge railway (Cycling path "Ćiro")



One part of this railway runs from Trebinje to Jazina and partly enters the scope of the Nature Park. The total length of this section of former railway is about 14 km, part of it is already used as a bicycle trail. Through one of the projects currently implemented by the Development Agency of the City of Trebinje, this part should be completely transformed into a very attractive cycling trail;

Church of the Lord's Ascension

It is dedicated to the celebration of the Ascension of the Lord and it dates from the Middle Ages, perhaps even from earlier Christian times, as evidenced by the numerous tombs around the temple.

2.8 Zagreb County Tourist Board - Croatia

Nature Park Žumberak-Samobor Highlands

Nature Park Žumberak-Samobor Highlands is one of 10 nature parks, and one of two (2) “youngest” nature parks in Croatia. Based on its unique nature and history, on May 28th 1999, the area of Žumberak and Samobor hills was declared a protected natural value by a decision of the Croatian Parliament: the Nature Park (Nature Park Žumberak-Samobor Highlands, 2021). It is managed by the Public Institution “Žumberak - Samoborsko gorje Nature Park” established by the Decree of the Government of the Republic of Croatia on September 16th 1999. According to the Nature Protection Act (Official Gazette, 80/13), economic and other activities and interventions are allowed in the nature park, as long as they are not endangering its characteristics and role. In that sense, the overview of Zagreb County’s protected area Žumberak and its natural and cultural heritage is of crucial importance and integral aspect of defining the strategy on transnational, national, regional and local policies improvements, as follows.

Žumberak nature park is a vast natural or partially cultivated area of great biodiversity characterized by valuable ecological features and distinct landscape and cultural-historical values. The purpose of such space is scientific, cultural, educational and recreational. In terms of biological, landscape and geological diversity, the area of Žumberak and the Samobor Mountains represents one of the most valuable natural and cultural areas of the continental part of Croatia, characterized by a unique mixture of

natural and semi-natural forests and vast grasslands that alternate mosaically with the cultivated landscape. It is a hilly and mountainous area, which includes the southern side of Žumberak hills and the entire Samobor hills, with a total area of 34,235 hectares (Nature Park Žumberak-Samobor Highlands, 2021). The highest peak is Sveta Gera at 1178 meters above sea level, also the highest peak in north-western Croatia. There are several localities in the Park that are being considered for a special level of protection (created by the Jarak stream, Kuta rainforest), and some already have the status of specially protected areas.

3.9 Municipality of Raška - Serbia

Natural Heritage

KOPAONIK NATIONAL PARK - According to the Law on Nature Protection, Kopaonik National Park is defined as "an area with a higher number of different natural ecosystems of national importance, distinguished regional features and cultural heritage, where humans live in harmony with nature, aimed at preserving existing natural values and resources, total regional, geological and biological diversity, as well as satisfying scientific, educational, spiritual, aesthetic, cultural, tourist, health-recreational needs and other activities in accordance with the principles of nature protection and sustainable development".

The Assembly of the Socialist Republic of Serbia adopted the Law on Kopaonik National Park on July 13th, 1981 (Official Gazette SRS No. 41/81 of 18.07.1981). A new Law on Kopaonik National Park was adopted by the Assembly of the Socialist Republic of Serbia on July 26th, 1988 (Official Gazette SRS No. 29/88 of 30.07.1988). The Enterprise for the Protection and Development of the Kopaonik National Park was established by the Decision on its establishment dated February 23rd, 1989, adopted by the Assembly of the Socialist Republic of Serbia (Official Gazette SRS No. 6/89 of 25.02.1989).

Due to its natural beauty, part of the area of Mount Kopaonik was declared as a spatial entity with special natural values, natural monuments and rarities, well-preserved forests of natural composition and cultural and historical values, by the Assembly of the Republic of Serbia, which declared Mount Kopaonik as National Park, in 1981, by the



Law on National Parks. With this law, the area of the national park was 11980.94 hectares. With the first spatial plan of 1988, a protective zone of 19986 hectares was defined, as well as protection regimes. The area of the National Park is protected as a whole, by the Law on the Protection of the Environment and the Law on National Parks, with special regulations determining the protection and use regimes by degrees. Within the National Park, three protection regimes were established. The first and strictest regime covered about 12% of the entire park area, the second about 32% and the third 56%.

GOLJIA NATURE PARK - It belongs to the 1st category of protection - a protected area of international, national or exceptional importance. AREA 75.183ha. It covers the municipalities of Ivanjica, Kraljevo, Raška, Novi Pazar and Sjenica. Regulation on the Protection of the Golija Nature Park ("Official Gazette of the RS", Nos. 45/2001 and 47/2009). The Manager of the Golija Nature Park is JP "Srbijašume".

STRICT NATURE RESERVES: "Dajičko Lake" (1966); "Jankov Stone" (1957); "Above the Bitter Meadows" (1950)

NATURE MONUMENTS: "Pyramidal Spruce Tree" (1950); "Spruce Tree with a Round Shape" (1965).

Golija is the highest mountain located in the southwest of Serbia, stretching 32 km in form of a curved ridge. The two dominant peaks, Jankov kamen (1833 m) and Crni vrh (1795 m) are the highest. Because of its scenery beauty and variety of landscapes, as well as preserved values of nature and culture, Golija is one of the most attractive mountains in Serbia. The Golija terrain is bordered by Ibar River in the east, the Raška and Ljudska Rivers to the south, Moravica River to the west, and Studenica River in the middle. It is characterised by abundance of water sources, like the Golija river, Studenica and Ljudska river. Ample of water sources and greater amounts of rainfall allowed the conservation of various wildlife. Golija is covered with rich forest cover, dominated by beech forests, mixed deciduous and coniferous forests and pure spruce forests. Some parts of the forests can be characterised as a primeval forest. The southern slopes and foothills of Golija are filled with vast meadows and pastures. In the spruce belt, some scattered fragmine habitats remained, which are specific and sensitive ecosystems. In July 2001, "Golija" Nature Park was established and categorized in I protection grade, as natural object of an exceptional

significance, covering 75,183 hectares (“Official Gazette of the RS” Nos. 45/01). Nature Parks are areas which, as a whole, represent a significant part of preserved nature and a healthy environment; they possess the properties of well-preserved natural waters, air and land, prevailing natural ecosystems and unchanged pre-urban landscape without significant degradation.

At the suggestion of the Serbian Nature Protection Institute, the MAB/UNESCO committee declared a biosphere reserve "Golija- Studenica" with an area of 53,804 hectares within the 75,183 hectares of the Nature Park. The reasons lie in the fulfillment of three basic complementary functions: protection function, development function and logistical support function.

Cultural Heritage

The Cultural-Historical Entity of Stari Ras and Sopoćani, located in the southeastern part of central Serbia, is a serial property consisting of four distinct components: the Monastery of Sopoćani, the Monastery of Đurđevi Stupovi, the Church of Sveti Apostoli Petar and Pavle and the Fortress of Ras Archaeological Excavation Site of the Middle Ages. It is administratively part of the Raska District and includes the territory of the Novi Pazar Municipality (N43 7 8.004 E20 25 22.008). Its broader protective zone covers an area of 198.72ha, in the cadastral municipalities of Postenje, Prćanova, Boturovina, Vidovo, Vojniće, Pobrđe, Ivanča, Šavci, Zabrđe, Lukocrevo, Varevo, Sebečevo, Slatina, Doljani and part of the Novi Pazar Municipality. Its narrower protection zone covers 9.935,84ha between the Monastery of Sopoćani, the Church of Sveti Apostoli Petar and Pavle, the Monastery of Đurđevi Stupovi and the Fortress of Ras.

The majority of the corpus of the cultural heritage of the Middle Ages of the Republic of Serbia comes from this area and it includes settlements, churches, monasteries, necropolises, fortresses, etc. When presenting the cultural heritage of this area, one must immediately distinguish the Protected Area of Stari Ras as a Cultural Monument of Exceptional Relevance (Decision on Proclamation of the Protected Area of Stari Ras as a Cultural Asset-Cultural-Historical Entity No. 633-6 of November 24th, 1978 passed by the Municipality Assembly of Novi Pazar and the Decision on Proclamation of the Immovable Cultural Assets of the Exceptional and Great Relevance of Stari Ras and



Sopoćani proclaimed as the Immovable Cultural Asset of Exceptional Relevance (Official Gazette of SRS, No. 47/87)). These monuments belong to the territorial entity listed as a World Cultural and Natural Heritage by UNESCO in 1979 (UNESCO: 1979, No. S 96: Stari Ras and Sopoćani).

The monuments of culture on this area illustrate the historical and spiritual-artistic continuity in the life of this area, from Nemanja's seizure of power and establishment of the independent Serbian state, through the establishment of the first mint in the reign of king Radoslav, the succession to the throne at the Deževski Assembly, to King Dušan and the greatest military-political ascendance of the country, even during the period of Ottoman domination. Architectural and painting achievements of authentic and invaluable artistic values are firmly connected with events and personalities of crucial significance for the history of the Serbian people in a span of several centuries - the Church of St. Peter and Paul, monasteries Đurđevi Stupovi and Sopoćani, the remains of fortifications above the mouth of the Sebečevska River in Raška, and many other archaeological sites. These monuments belong to the territorial entity inscribed in the list of World Cultural and Natural Heritage in 1979.

The cultural legacy of the municipalities of Raška and Novi Pazar is in the competency of the Institute for the Protection of Cultural Monuments in Kraljevo. Since 1965, experts from the Institute have been taking care of the protection of immovable cultural goods - archaeological sites, monuments of culture, spatially cultural-historical entities and landmarks, as well as other goods enjoying protected status by law.

Based on the Law on Cultural Property of the Republic of Serbia (Official Gazette of RS, No. 71/94, 52/11-dr. Law, 52/11-dr. Law, 99/11-dr. Law and 6/2020-dr. Law), on the territory of the municipality of Raška, there are 14 goods declared as immovable cultural property (in further text, IPP), of which 12 are monuments of culture and 2 are archaeological sites, as well as 8 goods listed as enjoying prior protection. On the territory of the municipality of Novi Pazar, according to the same legal act, there are 36 goods declared as IPP, of which 2 are spatially cultural-historical entities, 31 are monuments of culture and 3 are archaeological sites, as well as 3 goods listed as enjoying prior



protection. Also, in both municipalities, there is an undefined number of goods under prior protection.

The Cultural Routes program connects cities and states in order to promote sustainable territorial development and social cohesion, emphasizing the symbolic importance of unity of the European space, history, culture and values, and contributing to the discovery of lesser known destinations. The European cultural tour route “Transromanica” was launched on the initiative of Germany in 2003 and was officially adopted in 2007. This cultural route connects and promotes the European heritage of the Romanesque period in nine European countries, including Serbia. In the tourist- cultural route: Austria, France, Germany, Italy, Portugal, Romania, Slovakia and Spain. The route connects 60 cultural and historical monuments (12th and 13th centuries) containing elements of Romanesque architecture. Many of the impressive Romanesque monuments are on the UNESCO World Heritage List. On the cultural route there are special cultural monuments: the Gradac Monastery, the Đurđevi Stupovi and the Sopoćani monuments.

3.10 Metropolitan City of Bologna – Italy

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. The Metropolitan area is located between the Tuscan -Emilian Apennines and the earth of the Po valley. The City of Bologna is the capital of the Emilia-Romagna Region: it is rich of art, culture and commerce, well-known for its manufacturing and motor tradition. According to “Io sono Cultura 2022¹” (I am culture 2022), edited by Symbola Foundation, the Emilia-Romagna Region is confirmed as important cultural and creative hub. The Cultural and Creative Production System of Emilia Romagna produces 7.3 billion euro of added value, 5% of the wealth produced by the regional economy. In terms of jobs, the 123 thousand people employed in the sector account for 5.8% of regional employment. In particular Bologna ranks seventh among the top ten provinces for

¹ Symbola, Io sono Cultura 2022 L'Italia della qualità e della bellezza sfida le crisi, Quaderni di Symbola - 15 Set 2022 (Source: <https://www.symbola.net/ricerca/io-sono-cultura-2022/>)

the incidence of culture and creativity in the creation of added value (6,1%) and jobs (6,8%). Emilia-Romagna boasts the second highest number of museums and heritage sites in Italy: in 2018, there were 454 institutions operating, making it the second region after Tuscany (553 museums) and before Lombardy (433). At the city level, Bologna ranked fourth, counting 46 museums (just after Rome, Florence and Milan, and before Naples and Venice). The Majority of museums are small, local museums (90% attracting fewer than 50.000 visitors), owned and managed by municipal and regional authorities. At provincial level, Bologna counts 89 museums, of which 30 with less than one thousand visitors per year and just seven with more than 100.000 visitors.

One of the main distinctive symbols of Bologna is its almost 62 km arcades, the longest in the world, recognized in July 2021 as a UNESCO World Heritage Site. The Porticoes of Bologna² were originally conceived as covered spaces of private property, but nowadays used by the public, and recognized by the inhabitants and visitors as identifying elements of the city, playing a leading role in the city's hospitality and good living. It could be noted that the site benefits from the participatory governance structure put in place by the municipality of Bologna to manage, preserve and devise urban policies through the years, raising awareness among citizens of the public significance of the porticoes as cultural heritage, even when they are private owned.

The “Un passo per San Luca” civic crow-funding campaign, represents a really good practice in Italy for the involvement of both public and private actors and targeting the preservation and restoration of cultural heritage. The campaign run in 2014 raising €330.000 from over 7000 supporters and helping finance renovation works on the San Luca Porticoes. The San Luca Porticoes (Image 1)³ are almost 4 km of covered and well-paved walkway, made up of 666 arches (the devil's number) for the walk on the plain from Porta Saragozza to the Meloncello arch, and up to the Sanctuary of the Madonna di San Luca. They were designed by the Bolognese architect Carlo Francesco Dotti (1670-

² <http://comune.bologna.it/portici/en>

³ <http://comune.bologna.it/portici/en/beni/san-luca>

1759) and financed by the faithful, the guilds of the arts and the noble Bolognese families, in order to protect the pilgrims who went to make their vows to the Madonna of San Luca.



Bologna has many other cultural heritages: it is rich of churches like San Petronio, Santo Stefano, historical buildings and famous towers like Asinelli and Garisenda one, other landmarks for the city.

Bologna is called “The learned one”, for its old University, the oldest in the western world, (founded in 1088) and which still have an important reputation in the

academic world, and “The Fat one” for its food tradition. In this regard, it should be noted that in 2018 the Metropolitan city of Bologna has activated the tentative list to nominate the Gastronomic Culture of the Bologna metropolitan area as a UNESCO intangible heritage site⁴. In past years, Bologna obtained already the recipient of other UNESCO awards: in particular in 2006 it was declared “UNESCO Creative City of Music”⁵, a prestigious award that celebrates the rich musical tradition and lively scene of the present. Bologna can also boast one of the most outstanding Film Library in the world for the film archive (the “Cineteca di Bologna”)⁶, which curated the complete restoration of Charlie Chaplin’s work. Every year at the end of June till August in Piazza Maggiore you can enjoy, for free, open-air movie screenings.

It could be noted that Bologna has an important centuries-old relationship with water: starting from the twelfth century, the City created a series of artificial canals used to transport goods and people, and to create the energy needed to fuel craftsmanship activities: mills, grindstones, tanneries, spinning plants, knitting machines, fulling mills,

⁴ https://www.cittametropolitana.bo.it/portale/Home/Cultura_gastronomica

⁵ <https://en.unesco.org/creative-cities/bologna>

⁶ <https://cinecadibologna.it/>

etc. This also include the Sluice of Casalecchio (Chiusa di Casalecchio)⁷, with its monumental walls that blocks waters of Reno river, and which is the oldest hydraulic work in Europe still working.

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 metropolitan area as a whole, from the large parks of the Apennines district to the protected Oasis and Ecological Rebalancing Areas of the flat lands, passing through the town of Imola, 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.

Among the parks, it should be mentioned the Regional Park of the “Gessi Bolognesi and Calanchi dell’Abbadessa”⁸, hosting one of the largest (4,815 hectares) and most spectacular gypsum cave system in Europe (over 200 caves). This area is one of the most important and studied karst system in Europe, rich in stunning erosive features, as well as caves where plant and animal species of remarkable scientific interest live.

The Bolognese Apennines are surrounded by greenery, and are perfect destination for those who love to be in contact with untouched nature and explore authentic places. They are crossed by picturesque paths and trails. The most well-known is called “Via degli Dei”⁹ (Path of Gods), starting from “Piazza Maggiore” (in the core of the historic centre of Bologna), crossing the ridges and ravines of the Apennines, it reaches “Piazza della Signoria” in the historic centre of Florence. In 2021 it counted 18.000 visitors. Another fast-growing route is the “Via della Lana e della Seta”¹⁰ (The path of Wool and Silk), connecting Bologna with Prato, two cities sharing important manufacturing history.

⁷ <http://www.parcodellachiusa.it/index.php/la-chiusa-e-il-canale-di-reno>

⁸ <https://enteparchi.bo.it/en/park-of-gessi-bolognesi-e-calanchi-dellabbadessa/>

⁹ <https://en.viadeglidei.it/>

¹⁰ <https://www.viadellalanaedellaseta.com/?lang=en>



A recently renewed and again viable route is the “Piccola Cassia¹¹” path (Little Cassia), crossing the Modena and Bologna territories, going down into Tuscany till Pistoia. This is a reminiscent route, rich in historical and religious heritage and featuring an interesting rural and natural landscape; from this year the Piccola Cassia path can be accessed also starting from the very city centre of Bologna, thanks to new cycling and trekking connecting links created by the Metropolitan City of Bologna under the Interreg-ADRION project CREATURES (CreaTourEs-Promoting creative tourism through new sustainable and experiential routes).

Among these sites, within the PRONACUL project, the focus has been on the Chiusa di Casalecchio (Sluice of Casalecchio) and the surrounding protected area, which can be easily visited by people walking along the aforementioned routes.

Before moving on to the specifics of the description and analysis of the sites, we think it is useful to point out the tourism context, as well as policies and services put in place in the last few years. In the period 2013-2019, the number of presences in the metropolitan area grew by 45%, with international tourists accounting for 50% of the total. In the same period, the direct added value recorded by the tourism sector amounted to EUR 1,41 billion (+36%) and reached EUR 3,4 billion (+40%) for indirect value. It is clear that this great growth has exhausted its first phase of development and initiated important reflections on how to manage tourism so that it fits into the economic, social and urban fabric of the city in a balanced manner.

Sustainability, balance and responsibility, represent three key words for the future growth of the tourism in Bologna¹². Sustainability must also be understood in its meaning of balance with the resources of the environment. Balance that is operationally translated in the development of products and services that minimize environmental impact: slow transport, products from 0 km suppliers, eco-friendly tourism tools. The tourist destination has set itself the goal of obtaining certification for sustainable tourism according to the

¹¹ <https://piccolacassia.it/>

¹² [Linee di indirizzo pluriennali 2021-2023 per il Turismo della Città metropolitana di Bologna.](#)



criteria of the GSTC (Global Sustainable Tourism Council), a global reference standard for sustainability in travel and tourism.

Also of note is the fast growing of “eXtraBO”¹³ the outdoor info point launched in December 2019. It is a physical space and an online platform specialising in the promotion and marketing of the green and active offer of the metropolitan area. The project was developed by the Municipality of Bologna, the Metropolitan City of Bologna and Bologna Welcome, and animated by a network of local touristic operators; it aims to promote and valorise the existing – but still not well-known - natural and cultural heritage sites, located within the whole metropolitan area, thought and designed both for local citizens and tourists. It follows the vision of the metropolitan area as a whole tourism destination to fight over-tourism in the city centre and valorise marginal areas fostering more sustainable and green tourism, quality of life for local citizens and increasing job opportunities in the tourism sector in both peripheral and marginalized areas. eXtraBO proposes an effective hub model, bringing tighter information, shopping experience, events. In 2022 eXtraBO, already listed among the PRONACUL good practices¹⁴, won the “In-house Innovators” category of the Skift IDEA Awards (the annual contest sponsored by the travel industry benchmark Skift, which rewards the world's brightest and most innovative tourism ideas), and was among the finalists for the ICCA Best Marketing Award 2022.

3.11 Centre for the promotion of entrepreneurship Piran Ltd – Slovenia

Slovenia is divided into 12 regions. In the south-western part of the country lies the Coastal- Karst Region, which is made up of 8 municipalities, including four coastal municipalities. Within the coastal municipalities there are also protected areas. Slovenia is divided into 12 regions. In the south-western part of the country lies the Coastal-Karst Region, which is made up of 8 municipalities, including four coastal municipalities. Within the coastal municipalities there are also protected areas. Among the larger ones are Landscape Park Debeli rtič, Nature Reserve Škocjanski zatok, Landscape Park Strunjan and Landscape Park Sečoveljske soline.

¹³ <https://extrabo.com/it/>

¹⁴ <https://pronacul.adrioninterreg.eu/activities/good-practice-database>

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. Saltpans, 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 saltpans are beside Sečovlje saltpans, one of the last saltpans in the Mediterranean, where salt is obtained manually with a method which is several hundred years' old. Today, the economic role of the saltpans is subjected to the nature conservationist and cultural roles. The salt from the park is a delicacy for gourmets; the preservation of saltpans heritage contributes 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.

3. Role and impact of natural and cultural heritage sites at partner level

In the following section, the importance of aforementioned natural and cultural heritage sites is mentioned in an analytical way, covering the following thematic fields:

- **Economic importance:** collection of data of economic / financial nature, including but not limited to revenues, rate of employment, tourism flows, contribution to GDP growth
(national accounts), creation of jobs etc.
- **Social importance:** description of the social value of aforementioned sites at partnership level
- **Spatial - Environmental importance:** aspects like biodiversity, preservation of wild life, contribution to the mitigation of climate change

etc are introduced to this strategy paper.

- **Political importance:** analysis of the position said sites hold in the political agenda and / or in the public discourse as well as depiction of the priorities of local political societies etc.

Regional Development Agency Zasavje – Slovenia

The Zasavje statistical region is the smallest region in Slovenia in terms of surface area and the population. In 2020, 3% of the population of Slovenia lived in this region. It is the third most densely populated region (an average of 118 inhabitants per square kilometre) in Slovenia.

The level of work activity in the Zasavje region in 2020 was slightly lower than the average for the whole of Slovenia; it was 65.2%. It was 67.9% among men and 62.4% among women. The difference in labour activity rates between the sexes was the lowest here among the regions (5.5 percentage points). The percentage of working people who went to work in another region was the highest in this region (53.1%); most of these persons worked in the Osrednjeslovenska statistical region. The average monthly net salary in the Zasavje region was 1,105 EUR in 2020, which was 104 EUR less than the average in the whole of Slovenia and 216 EUR less than the average in the Central Slovenia region. GDP per capita was the lowest in this region (12,174 EUR).

Tourism

Tourism in the region of Zasavje, which also includes the municipality of Zagorje ob Savi, is one of the poorly utilized opportunities. In 2007 more planned work began on how to utilize many tourist potentials and place the region on tourist maps. The biggest obstacle to the development of tourism is the small number of beds, their distribution and relatively poor quality, since in most cases they have not been invested in for several decades.

According to the data of the statistical office, the Zasavje region had only 457 beds in December 2021, which represents 0,3% at the national level. The majority of beds are in mountain lodges which are mainly intended for mountaineers or hikers, so the equipment is generally very basic and simple, most rooms have shared bathrooms and toilets. The



exception is the Lodge in Prvine, which offers hotel-quality accommodation, as well as modern conference rooms, a small wellness centre and the like, but the home is not permanently open. In 2019, the home acquired the status for the purposes of school and extracurricular activities.

In inns and guesthouses, the quality of the rooms varies. The rooms in the Kum Inn in Zagorje are of satisfactory quality and suitable for most visitors, which is the only one in the urban part of Zasavje. The quality in the guest house Pri Vidrgarju, which has the largest number of overnight facilities, is also adequate. In addition, the Čop inn in Podkum has eight double and one four-bed rooms, which meet all the requirements of a modern tourist.

In 2021, the Zasavje region recorded a visit of 5,203 guests, which represents only 0.1% of guest visits in Slovenia. Even overnight stays by tourists were modest compared to overnight stays in Slovenia, since with 13,697 overnight stays, they represent only 0.12% of overnight stays in Slovenia in 2021.

Official figures show that tourism is a less important development factor at the national level, but at the local level it represents a potential that will show greater importance in the future. The development of sustainable local tourist infrastructure in the municipality of Zagorje ob Savi is proceeding faster than neighbouring municipalities, also with the help of projects such as Pronacul.

In Zasavje and Zagorje ob Savi, daily excursion tourism dominates and will continue to do so for some time. Daily tourism largely based on the self-initiative of visitors, less on organized forms of arrival, so the economic impact is impossible to measure, and even difficult to realistically assess. In most cases, the touristic offer is not permanent, most products are only available after prior notice, which makes visits impossible or at least difficult for unorganized visitors. There are too few regionally designed products, the exception being hiking along Srečno, and too few based on attractive stories. The number of high-quality, different and interesting events for visitors is on the rise: culinary festivals (e.g. Zagorje by the spoon), sports events (running through the Zagorje valley, hikes, bicycle ascents and descents, traditional entertainment events such as Zagorje Night in August).



Agriculture

Agriculture is one of the main factors preserving the Natura 2000 sites in Zagorje ob Savi in good conditions. From the view of assessment of the Natura 2000 one of the main challenges is reduction of rapid disappearance of habitats like species-rich which is a result of transformation of meadows and removal of landscape elements (borders, bushes, individual trees...). One of the problem Natura 2000 sites are facing is also overgrowth which is a result of abandonment of agriculture.

In Slovenia Promotion of Tourism Development Act (RS, št. 13/18) regulates the planning and implementation of the promotion of tourism development at the state level and at the level of the tourist area, the tourist and promotional tax, the conditions for organizing and selling tourist packages and related travel arrangements, and tourist management. The Strategy of Sustainable Growth in Slovene Tourism defines 6 key politics, of which one are also Spatial, Natural and Cultural sources important for the development of tourism.

The Regional Development Plan for The Zasavje region from 2021 – 2027 includes the development of the tourism industry in the measure Support for the transformation of economic activities, where it is stated that one of the options is also the establishment of opportunities for the development of active and experiential tourism in the Zasavje hills and Nature 2000 protected areas (including with the arrangement of mountain outposts).

In Zagorje ob Savi the lack of management Natura 2000 authority is one of the weakest point in further development of sustainable tourism. The lack of long-term objectives and priorities for the Natura 2000 sites in Zagorje ob Savi contribute to three main objectives the sites are not achieved: nature conservation measures, sustainable visitation and sustainable development of the area.

With the propriate management of Natura 2000 sites in Zagorje ob Savi together with already well operated and managed Zagorje Mining museum the sustainable tourism offer in the municipality would prosper.

LAG Eastern Venice – Italy

In general, the eastern Veneto area is characterized by an unequal tourist offer, which reflects an equally fragmented demographic, economic, social and cultural framework. A sort of "parallel track" that brings together the developed coastal area and the less frequented inland area.

Out of 234,622 inhabitants, only three Municipalities exceed 15,000 inhabitants (San Donà di Piave, Jesolo, Portogruaro), while seven are below 5,000 (Torre di Mosto, Pramaggiore, Fossalta di Piave, Annone Veneto, Cinto Caomaggiore, Gruaro, Teglio Veneto). In the area, the unemployment rate (data for 2019) stands at 9.2%, therefore higher than the figure for Veneto (7.6%) and Venice (8.1%).

In Eastern Veneto, seaside/maritime tourism prevails, attracting about a third of the total presences of the entire region. The beaches of the coast are among the most visited areas in the country, with a clear prevalence of foreign tourists, especially German-speaking ones. From the point of view of hospitality, the non-hotel sector prevails. Four municipalities in the area are positioned in the top ten of Italian tourist destinations: Cavallino-Treporti, San Michele al Tagliamento, Jesolo, Caorle.

Città	Regione	Presenze
Roma	Lazio	30.980.083
Venezia	Veneto	12.948.519
Milano	Lombardia	12.474.208
Firenze	Toscana	10.955.345
Rimini	Emilia Romagna	7.548.135
Cavallino-Treporti	Veneto	6.269.451
San Michele al Tagliamento	Veneto	5.851.482
Jesolo	Veneto	5.438.519
Caorle	Veneto	4.319.483
Napoli	Campania	3.765.847



The same cannot be said, however, about the internal areas, towards which numerous efforts have been concentrated in recent years to increase their attractiveness as a tourist destination. Similarly, the greater development of inland areas would lead to a desired, if not saving, lightening of the tourist load weighing on the coast, increasingly exposed to the risk of overtourism and excessive seasonality.

Rijeka Tourist Board – Croatia

Ecomuseum Žumberak is mostly covered by the Žumberak – Samoborsko gorje Nature Park and is therefore included in the European Ecological Network NATURA 2000, and is also a protected cultural landscape declared as such by the Ministry of Culture and Media of the Republic of Croatia, which is particularly important for the efforts of valorising cultural heritage while fostering sustainable development, and which has been recognised internationally. Ecomuseum Žumberak and its area are economically very underdeveloped, with a very pronounced depopulation trend. Namely, according to the population census from 2011, the Žumberak municipality recorded a population total of 883 in 2011, with average age of 53,8, and with more than 40% of persons in retirement (368) (Croatian Bureau of Statistics, 2013). What is striking is not only the distribution of population, but the fact that the population in Žumberak municipality in 2011 recorded a decline of 25% since the population census of 1.185 in 2001 (Croatian Bureau of Statistics, 2001). Furthermore, in 2001, Žumberak municipality recorded 61,77% of active population (Croatian Bureau of Statistics, 2001), whereas in 2011 it recorded only 231 employed persons (26%). For example, the Žumberak – Samoborsko gorje Nature Park recorded a rising number of tourists in the past years - 43.179 visitors in 2018, and even 21% more in 2019 (54.678) (Public Institution “Žumberak – Samoborsko gorje Nature Park, 2021). Moreover, Nature Park Žumberak–Samoborsko highlands has recorded a revenue of 14.533.404 HRK in 2021, and 13.646.947 HRK in 2020 (Public Institution “Žumberak – Samoborsko gorje Nature Park, 2022). Ecomuseum Žumberak lacks concrete public tourist infrastructure and a large number of organizational elements is necessary for a quality tourist visit, so the activities within the project are putting existing attractions and resources in function of the tourist offer, and promoting and enhancing the necessary infrastructure and building capacities of ecomuseum personnel.



Due to its specific characteristics of a true ecomuseum, Nature Park Žumberak–Samoborsko gorje is a mayor natural heritage area in Zagreb metropolitan area, with vast political influence as crucial natural heritage and protected area in Zagreb County. Besides the natural, environmental, economic and heritage value of Žumberak, it has extreme political importance also for its tourism potential and performance. Ecomuseum Žumberak has many opportunities and enormous potential for tourism, sustainable and responsible development, community evolvment and involvement, local development on all levels, educational potential and potential for the development of knowledge and skills, and overall optimal business model potential. On the other hand, weaknesses are evident in local economic and social under-development, staff qualification level, under-developed business model, under-developed ecomuseum offer, low level of promotion, legal framework limitations, and low level of community involvement and cooperation. It also has to face the global challenges that come with globalisation, such as the current case of COVID-19 pandemic and specific epidemiologic measures and limitations. Furthermore, there is the threat of local over-development, tourism over-development and therefore natural and cultural heritage devalorisation, in case of not having enough control over the way or rhythm of its development. Moreover, Žumberak’s political importance lays also in the potential of the natural and cultural heritage to additionally strengthen the recognition of the Republic of Croatia, precisely because of its natural wealth through the offer of new contents, and in this way to strengthen the economy of all regions that have a wealth of natural biodiversity. It is also encompassed in the cooperation of local self-government, the public sector, business sector, but also the civil sector.

Ilija Chamber – Greece

According to the most recent data by the Hellenic Statistical Authority, which are available at a NUTS2 region-level, cultural tourism has been a decisive factor in the local economy. During the four months of January - April 2022, the Museums operated normally, in contrast to the corresponding period of 2021, during which they did not operate, since in implementation of the measures taken to deal with the pandemic of the corona virus disease (COVID-19), from November 1, 2020 to May 13, 2021, gradually suspended their operation.

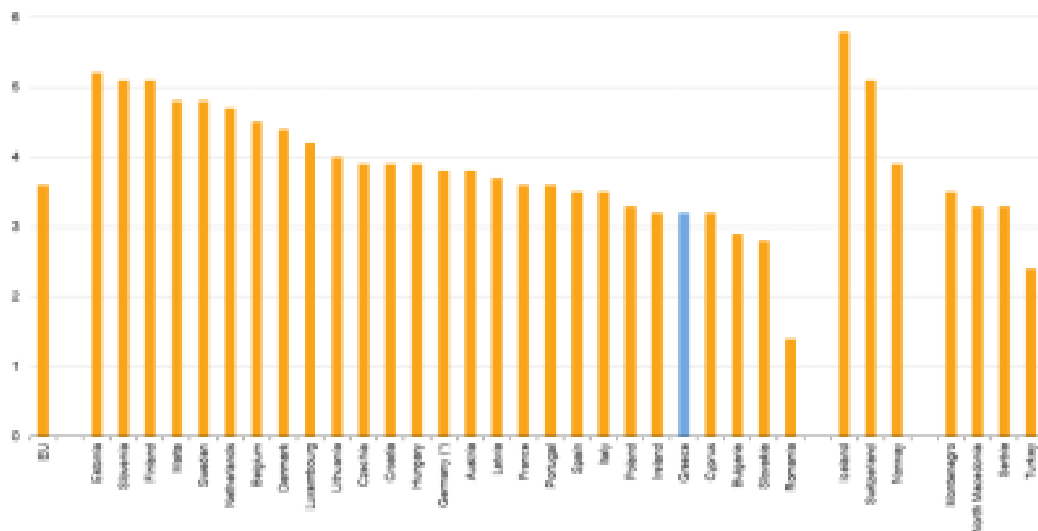


In the Archaeological sites, during the four months of January - April 2022, there is an increase compared to the corresponding period of the year 2021 by 1723.9% in visitors, by 1104.5% in free entry visitors and by 2971.7% in the corresponding collections, given the suspension of the Archaeological sites from November 7, 2020 to March 21, 2021 (Table 2).

The number of tourists visiting western Greece increased by 36% between 2016 and 2018, making up 2% of all visitors to Greece. (690,000 more than the previous estimate of 513,00).

The important role of cultural management is evident at European level as well, whereas in 2020, 7.2 million people were employed in the cultural industry throughout Europe, 333,000 more than in 2015, representing a 5% rise. In both 2015 and 2020, cultural employment accounted for 3.6% of total employment.

Cultural employment, 2020
(% of total employment)

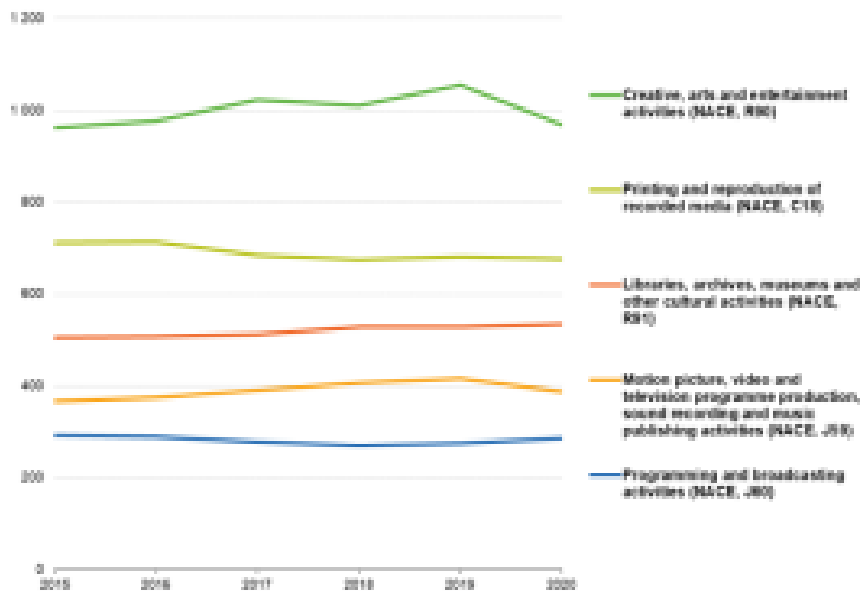


Provisional data with low reliability. Source: Eurostat

Due to the Covid-19 epidemic, cultural employment in the EU declined by 195,000 individuals in 2020 compared to 2019. It was 2.6% lower than the 1.3% recorded for total employment.



Cultural employment in the cultural sectors
 (by selected NACE Rev. 2 activity), EU, 2015-2020
 (Thousands)



Provisional data with low reliability. Source: Eurostat

There are countless socioeconomic benefits to having access to cultural resources and services. The feeling of sharing a ancestral history, the common identity and the feeling of belonging build crucial cohesive factors within the local ecosystem, resulting in a more unified and more extrovert approach towards the social challenges societies are facing nowadays, such as demographic shifts, migratory patterns and political apathy.

The successful management of cultural and natural heritage has proven, that it can act as a multiplier in the local economy, resulting in the creation of jobs and income, thus it constitutes an key-agenda item in the political discourse. It is after all, the increased apathy about politics, particularly among the young and the jobless, that has led to an increase in populism and anticonformistic movements.

The model of a successful management of the cultural and natural heritage of Elis, can definitely improve the citizen empowerment and participation in institutional procedures, as well as promote cultural understanding and appreciation, paving the way to a better integration of immigrants and minority groups.

Entrepreneurship and Business Association LiNK - Bosnia and Herzegovina

The localities where the stećci are located, as well as the four necropolises that have been declared national monuments, have been of very little interest to tourists until now. These localities are covered by the signalisation of the necropolis, the installation of an info board with the GPS coordinates of the bicycle path available for mobile phones (in Bosnian and English) and benches for sitting.

The estimated number of users on an annual basis if we are talking about the locality of the municipality of Jablanica is constantly increasing. It is estimated that over 8.000 visitors visited the "Dugo Polje" locality in 2021 /excursion for children, cyclists, mountaineers.../ Official data are available in Public institution Museum »Battle for the Wounded on Neretva« in Jablanica, as all organized tours visit Museum and Necropolis Dugo Polje. These are official data gathered based on tickets of the Museum, but it is estimated that real number is much bigger.

The economic profit is very small for now, as municipality still have to work intensicly on the site promotion, potentially setting up a body within municipality that will take care of this site as well as an overall promotion of the wider area of Jablanica region with all because a lot of work is needed to promote the given locations, the formation of institutions that will take care of the said localities. As tourist offer is key for sustainable development, support to small businesses that can additionally promote the area and offer supporting products and services need to be a direction for further actions of the Municipality. This includes various businesses, such as traditional products and services, PR and tour-operators, creative industries (digital marketing, photo&video production etc), in order to ensure quality offer and readiness of the business sector to respond to demands of visitors. What is visible is that tourist agencies include the given localities in their offer.

Presenting accurate economic and financial indicators related to the necropolis is demanding because there is no official data realted only to necropolis, nor an organization that keeps data on the number of visitors to the necropolis.

The fact that it is located within the extremely visited Nature Park and that it is relatively easily accessible speaks in favor of the claim that the necropolis is well visited

and that it occupies a significant place in the overall offer of the Priory Park and contributes to the economic development of the area.

What we do have is an overview of visitors of Museum in Jablanica which is a part of the route that includes necropolis, so these data are only one part of total visitors of the necropolis and they are presented in the tables below.

Period	01.01.2020. - 31.12.2020.	01.01.2021. - 31.12.2021.	01.01.2022. - 30.09.2022.
Number of visitors Dugo Polje, Jablanica	4. 378	8.347	18.327

Table: Overview of visitors Jablanica (Dugo Polje)

Regarding Stolac and Radimlja necropolis, there is an institution on local level in charge for management of the necropolis – Public institution Radimlja, founded by City of Stolac. The income of PI Radimlja never passes over 25.000 EUR per year (it was even less in pandemic years) because fee for necropolis is 1,00 EUR per visitor.

Throughout intensive work on projects however PI Radimlja has created 3 new work positions in pandemic years. Overview of visitors of Radimlja necropolis is available in the tables below.

Period	01.01.2020 - 31.12.2020	01.01.2021 - 31.12.2021	01.01.2022 - 30.09.2022
Number of visitors Radimlja, Stolac	2.826	6.443	12.323

Table: Overview of visitors Stolac (Radimlja)



Presented numbers of visitors show that these sites have potential to generate income (touris-based income) and therefore local businesses should be involved. There are some effortst in this reagrd, i.e. Public institution Radimlja established cooperation with local crafts for production of souvenirs, which are being presented and offered at the site. But, these types of cooperation need to be further enriched and additional local stakeholders need to be included so that integrated offer can be presented to all visitors of this region.

GDP and tourism development

The results of the European comparison program of prices and GDPs showed that BiH's GDP per inhabitant in PPS for 2020 amounted to 22.255 billion KM, which is 33% of the EU 27 average. According to the data, the gross domestic product in 2021 amounted to 25.229 billion KM and is nominally higher by 13.4% compared to 2020. Real GDP growth was 8.1%.

Most significant GDP growth was recorded in the areas of **accommodation and food preparation and serving, namely 19%**, administrative and auxiliary service activities 18.5%, manufacturing industry 16.2%, information and communications 14.8%.

These indicators keep increasing in 2022 which indicates that **tourism and supporting businesses** (accommodation, food production, services, promotion, creative industries, tourism agencies, traditional products...) have huge potential to generate income and contribute to increase of GDP.

Necropolis sites, as an important cultural monument, are often mentioned in the agendas of local politicians. Utilization of the necropolis for tourist purposes is one of the foundations of local strategies of tourist and cultural development.

The localities themselves in the area covered by the strategy are part of municipal development strategies that are used for the purpose of tourism development, and which should be additionally processed, promoted and used for the purpose of development, establishing cooperation with other municipalities, establishing joint promotion as well as development for all sites.



In the case of Radimlja necropolis it is good to mention that the site is known as a symbol of historical development of the country and as such part of obligatory school agenda.

University of Novi Sad, Faculty of Sciences – Serbia

The analysis of tourist traffic in a territory is a very important indicator of the overall development of the tourist activity, as well as its efficiency, i.e. profitability. There are several interrelated and dependent indicators, which must be analyzed when it comes to tourist traffic. These are the number of tourists, the number of overnight stays and the average length of stay in a place, municipality, district, province.

The municipalities that occupy a significant area of the NP "Fruška Gora" and thus make and enrich its and their tourist offer are: Sremski Karlovci, Irig, Beočin, Sremska Mitrovica, Inđija and Šid.

Also, as in the previous case, the last ten-year series was taken into consideration, for which there are collected and published data of the Republic Institute of Statistics, from 2011-2020. years. It should be said that, in all cases, tourist traffic generally grew by the end of 2017/2018, followed by a moderate decline in 2018/2019 and then a serious decrease in tourist traffic in 2020. We would like to mention that some municipalities in their territory in the initial year of the analyzed series did not have tourist visits, which ended with an overnight stay, or this was not statistically documented. Such were the municipalities of Sremski Karlovci and Beočin.

When it comes to local self-governments, which have an attractive tourist base related to natural tourist motives, such as Fruška Gora, or anthropogenic values, such as churches, fortifications, monasteries, castles, etc., they managed to attract very different tourists and thus make their tourist traffic not only more stable, but also increasing.

The municipality of Irig stands out from the municipalities, both in terms of quantity and quality of tourist products and tourist traffic. It is a local self-government in the heart of the national park, which increasingly uses the positive circumstances of its natural and anthropogenic potential, especially warm mineral water.

Other local governments, such as Sremska Mitrovica, Indija and Šid, have a more peripheral position in relation to the national park and cover its outskirts, but international roads E-70 and E 75 pass through their territory, which is why transit tourism has a significant share in total tourist traffic. In addition to tourist traffic and the total tourist product, which has been developing very rapidly in recent years, this local self-government in the area of NP "Fruška Gora" has two very distinct tourist sites (Vrdnik and Iriški Venac), which should be given special attention in the analysis of tourist traffic, just like Sremski Karlovci, as the cultural and wine pearl of Fruška Gora. Therefore, the listed tourist places will undergo a more detailed statistical analysis of the expanded indicators of the tourism industry.

Vrdnik is one of the most attractive tourist spas in Vojvodina, with a tradition of almost a hundred years. In the past ten years, the tourist product of the Vrdnik spa has not only become recognizable and stable, but with over 30,000 tourists and around 90,000 overnight stays, it is a growing and very significant tourist factor in Vojvodina. What should be taken into account here is the fact that the majority of tourists and statistically recorded overnight stays are domestic guests, while the share of foreigners is below 10%. The growth of overnight stays for domestic tourists amounted to 35%, while for foreign tourists it was an exceptional 240%, so it is rightly believed that the share of foreign guests will increase in the coming period. Also, the average length of stay is very good and amounts to 4.4%. In the year of COVID-19, it was significantly shorter, 2.9 days, but in some previous years, it reached almost 7 days, when it comes to domestic tourists. The turning point in the development of the tourist place was in 2016 and 2020, when two large, highly categorized hotels with a variety of spa and wellness services were opened, which increased the number of beds by 126%, and whose attractive facilities led to significantly higher demand (Republic Bureau of Statistics, Municipalities and Regions (2012-2021)).

Although a very popular excursion destination, Iriški Venac has been losing its residential character for the past ten years, and in that sense, the number of registered tourists and overnight stays in the heart of the "Fruška Gora" National Park is decreasing year by year. It should be noted here that the ratio of domestic and foreign tourists is

extremely unfavorable compared to foreigners and that it is on average 90/10% both in terms of the number of tourists and the number of overnight stays. The year of the epidemic caused the length of stay to increase to an incredible 5.5 days, which is twice the average, but also for foreign tourists to be completely absent.

When it comes to Sremski Karlovci, the number of registered tourist beds increases from year to year, so it can be said that in the observed period from 2011-2020 there was a 135% increase in them. The number of tourists, domestic and foreign, as well as overnight stays, generally increases until 2019, when the pandemic leads to a drastic drop in foreign tourists and overnight stays of about 78%, and domestic ones by about 40%.

The general indicator is that the number of beds increased by 23% in the entire territory, but some local self-governments also experienced a decrease. Such are Beočin (-120%), Indija (-145%), Sremska Mitrovica (-160%), Šid (-7%), while on the other hand, Sremski Karlovci (83%) and Irig (142%) achieve an increase in basic indicators and the bearer of tourist capacity. It should be noted that in 2020, out of the total number of catering establishments in the area of the municipalities that gravitate to the national park, only 6 of them were hotels, so that the number of beds in private households is a total of 294, which is 13% of the total number of beds in the observed area. It is interesting that in 2011 there were no registered beds in private ownership, which speaks in favor of the fact that the tourism industry is rapidly developing and diversifying (Republic Bureau of Statistics, Municipalities and Regions, 2021).

The development of tourism in the area is based on determinations for the preservation, protection and use of natural assets of national importance, with adequate preservation and revitalization of cultural values. The concept is based on the natural and created potential of the area, on the potential of the local population and the arrangement of existing and planning of new tourist facilities, while respecting the protection measures in the area of the National Park. The development of tourism will enable economic development through the creation of new jobs and the improvement of the quality of life through reduced use of non-renewable resources and pressure on the environment and people. The main goal of this type of tourism is to provide rest and the acquisition of knowledge about the natural, historical and cultural characteristics of the unique



environment provided by Fruška Gora. In the formation of the specific tourist offer of Fruška Gora, tourist products are based on existing and planned tourist resources. Integrating the tourist offer provided by Fruška Gora with tourist destinations in the surrounding area, as well as connecting them with a circular movement of tourists and excursionists, will enable the development of a recognizable tourist product, i.e. thematic itineraries with specific cultural historical, religious, research, hunting, fishing, gastronomic and other characteristics.

The main goal that a country strives for is sustainability, as a general principle that must be applied in all activities, integrity in the protection of natural and cultural heritage, regional identity and territorial recognition, relativization of conflicts and symbiosis of the protection of cultural values and sustainable development of local communities, improvement of territorial cohesion, orderliness and competitiveness, coordinated development with neighboring areas and spatial functional integration with the environment, cooperation of the public, private and non governmental sectors, as well as greater transparency in decision-making on the arrangement and construction of space.

The promotion and improvement of general ecological conditions in protected areas, especially in the area of the National Park, and the creation of conditions for their use in accordance with the conditions of protection, are also of great importance. Furthermore, significance is also given to protection and preservation of biodiversity through spatial planning solutions that protect natural assets, creation of conditions for improvement and presentation of the value of geodiversity - geoheritage objects, for the purpose of inclusion in the European and global network of geoparks and improvement general ecological conditions in the area of habitats, areas that are planned for the protection of ecological corridors, in order to create conditions for the development of specific functions, in accordance with the conditions of protection and sustainable development.

Valorization of the observed area was carried out in order to recognize the area of Fruška Gora with monasteries and other tangible and intangible cultural heritage as a cultural area, with characteristic features derived from its natural configuration and human activities, in order to determine the long-term concept of protection, preservation

and presentation of the planning area. Inclusion of cultural heritage in European and national cultural paths; and establishment of local, regional and national identity in accordance with European standards. Provision of basic guidelines of landscape policy in terms of defining strategy and guidelines that will enable measures to be taken in order to protect and manage the landscape.

Institution “Agency for Development of Small and Medium Enterprises of City of Trebinje” - Bosnia and Herzegovina

Tourism represents one of three strategic branches identified in Trebinje Development Strategy for period 2018-2027. Bearing this in mind, it can be concluded that lot of people work in tourism sector and the incomes from tourism represent significant funding source for Trebinje. As a parameter of the potential and according to information from Tourist organization Trebinje, it can be stated that number of overnights in Trebinje during the 2022 was about 150.000.

Trebinje tourism is growing, particularly in last 10-15 years, but most of attractions are located close to the urban part of the city. The surroundings, especially Nature Park Orjen, has huge potential to attract tourists from all over the world and to transfer tourism momentum outside the city. Identified cultural and natural heritage within the boundaries of Nature Park (listed in section 2 of the document), represent the opportunity for development of religious, cultural, outdoor, adventure, and rural tourism.

There are some active tourism operators within the Nature Park Orjen, but, stronger involvement and enrichment of contents, would generate new jobs in tourism which would mostly rely on Nature Park. Although agriculture is not especially developed within the Nature Park Orjen, there is also potential for cattle breeding and beekeeping, fruits growing and viticulture.

In a political sense, we can say that the issue of identified cultural and natural heritage, its protection and management is frequently found in the programs of political parties and within statements of both local and state politicians. However, none of political organizations pays real and significant attention to this issue. There is a general attitude of all political parties that protection of the environment and cultural assets is very important, but there are no stronger initiatives in that area since political parties are more often



concerned about other issues. It is also important to mention that, although there are many non-governmental organizations in this area dealing with environmental protection, there are no political subjects like the Green party as it is the case with some other countries in the Balkans.

From the perspective of environmental policies and regulations, protection of the nature and cultural-historical heritage is recognized as highly important and it is pretty well regulated, but the mechanisms for its implementation should be more thoroughly carried out.

Zagreb County Tourist Board – Croatia

Ecomuseum Žumberak is mostly covered by the Žumberak – Samoborsko gorje Nature Park and is therefore included in the European Ecological Network NATURA 2000, and is also a protected cultural landscape declared as such by the Ministry of Culture and Media of the Republic of Croatia, which is particularly important for the efforts of valorising cultural heritage while fostering sustainable development, and which has been recognised internationally. Ecomuseum Žumberak and its area are economically very underdeveloped, with a very pronounced depopulation trend. Namely, according to the population census from 2011, the Žumberak municipality recorded a population total of 883 in 2011, with average age of 53,8, and with more than 40% of persons in retirement (368) (Croatian Bureau of Statistics, 2013). What is striking is not only the distribution of population, but the fact that the population in Žumberak municipality in 2011 recorded a decline of 25% since the population census of 1.185 in 2001 (Croatian Bureau of Statistics, 2001). Furthermore, in 2001, Žumberak municipality recorded 61,77% of active population (Croatian Bureau of Statistics, 2001), whereas in 2011 it recorded only 231 employed persons (26%). For example, the Žumberak – Samoborsko gorje Nature Park recorded a rising number of tourists in the past years - 43.179 visitors in 2018, and even 21% more in 2019 (54.678) (Public Institution “Žumberak – Samoborsko gorje Nature Park, 2021). Moreover, Nature Park Žumberak–Samoborsko highlands has recorded a revenue of 14.533.404 HRK in 2021, and 13.646.947 HRK in 2020 (Public Institution “Žumberak – Samoborsko gorje Nature Park, 2022). Ecomuseum Žumberak lacks concrete public tourist infrastructure and a large number of organizational elements is



necessary for a quality tourist visit, so the activities within the project are putting existing attractions and resources in function of the tourist offer, and promoting and enhancing the necessary infrastructure and building capacities of ecomuseum personnel.

Due to its specific characteristics of a true ecomuseum, Nature Park Žumberak–Samoborsko gorje is a mayor natural heritage area in Zagreb metropolitan area, with vast political influence as crucial natural heritage and protected area in Zagreb County. Besides the natural, environmental, economic and heritage value of Žumberak, it has extreme political importance also for its tourism potential and performance. Ecomuseum Žumberak has many opportunities and enormous potential for tourism, sustainable and responsible development, community evolvment and involvement, local development on all levels, educational potential and potential for the development of knowledge and skills, and overall optimal business model potential. On the other hand, weaknesses are evident in local economic and social under-development, staff qualification level, under-developed business model, under-developed ecomuseum offer, low level of promotion, legal framework limitations, and low level of community involvement and cooperation. It also has to face the global challenges that come with globalisation, such as the current case of COVID-19 pandemic and specific epidemiologic measures and limitations. Furthermore, there is the threat of local over-development, tourism over-development and therefore natural and cultural heritage devalorisation, in case of not having enough control over the way or rhythm of its development. Moreover, Žumberak’s political importance lays also in the potential of the natural and cultural heritage to additionally strengthen the recognition of the Republic of Croatia, precisely because of its natural wealth through the offer of new contents, and in this way to strengthen the economy of all regions that have a wealth of natural biodiversity. It is also encompassed in the cooperation of local self-government, the public sector, business sector, but also the civil sector.

Municipality of Raška – Serbia

The total area of Raška District is 3,918 km², agricultural areas occupy 48.8%, while the total area of forests is 53.1%. When it comes to Raška District’s contribution to the formation of gross domestic product at the national level, it must be noted that its contribution is more than modest and amounts to only 2.2%. Raška District has an



exceptionally low share in total investments of the Republic of Serbia. Taking into account that this is an undeveloped area, the average share of around 1% of total investments of the economy is insufficient for accelerated economic growth and development. The most numerous economic entities on the territory of Raška District are small and medium-sized enterprises, which make up more than 90% of all economic actors.

The potential for development is recognized precisely in the tourism sector. In accordance with the Strategy for Tourism Development of the Republic of Serbia 2016-2025., the Municipality of Raška belongs to two out of eighteen priority tourist destinations, namely:

- National Park Kopaonik - with municipalities of Kraljevo - Kruševac - Raška - Brus - Novi Pazar

Key tourism products: Ecotourism, Ethnotourism, Religious Tourism, Special Interests, Sports (winter), Mountain Tourism, Health, Spa & Wellness, Circuits

- Mountain (Nature Park) Golija with its surroundings - with the municipalities: Novi Pazar - Ivanjica - Raška - Sjenica

Key tourism products: Ecotourism, Cultural Thematic Routes, Events, Rural Tourism, Special Interests, Circuits, Health, Spa & Wellness, Sports (winter) Interests

- Mountain Kopaonik is the second most visited mountain tourist center in Serbia, with a total of 426,185 tourist overnight stays in 2021. By analysing strategic development and planning in the past period, Master plans for the development of the Kopaonik and Golija tourist destinations were developed.

Therefore, one of the main priorities in the strategy for the development of the Rasina District at the national level is the development of the tourist economy, while activating existing and natural resources and cultural and historical heritage to the maximum.

Proper and creative management of cultural and natural heritage is of strategic importance for the development of the local economy, tourism, education, culture and identity. It is necessary to enable continuous development of tourist products/experiences of different contents in cooperation with actors in the same and different positions in the



value chains. Developing of clear and codified strategies: To become sustainable, short-term orientation needs to be replaced by a longer-term plan. This requires a clear strategy and a clearly defined strategic goal.

Cooperation with the creative and IT sectors will open up new markets for these industries, which mainly employ young people, which will have a positive effect on the growth of employment in this category. Every innovative product, a result of the “Innovation Lab” will be a new entrepreneurial initiative within an existing or new company. Building a good plan for mechanisms of co-creation between the artistic/cultural sector/ tourism sector and the public; Integrating creative content with tourist experiences and cooperation with the sector of new technologies will enable the content to be presented, distributed and promoted for commercialization. The end results of the strategy are regional tourist products of high added value and profitability, developed using material and immaterial culture and modern creativity, which makes it possible to use different fields from recognizable cultural heritage, local creative forces and IT sector.

One of the main priorities in the Rasina District's strategy for development at the national level is the development of rural tourism; Taking into consideration the preserved natural environment, rich cultural heritage and folk tradition, Rasina has good, but underutilized economic potentials for the development of rural tourism. In order to create conditions for the improvement of the cultural content offer in Rasina, it is necessary to build new, as well as, reconstruct and equip existing cultural objects.

Local Intermunicipal Cooperation

The development of communication and partnerships will identify the actors that make up the tourist offer of the area: tourist services, related and complementary branches, resources and attractions in the areas with the greatest tourism offer and potential for development. We witness that many archaeological sites, due to years of neglect, have become overgrown with vegetation. On some sites, mini landfills have arisen.

Raising Awareness of Local Communities

Raising the awareness of local communities about the importance of protecting and preserving cultural and natural heritage is of strategic importance, considering that, in the



long run, it is the care and engagement of local communities that guarantees protection and conservation. To this end, it is necessary to continuously educate the local community about the content and value of the heritage they inherit as inhabitants of a certain area. Education and raising awareness about the importance of protecting cultural and natural heritage can and should take place through formal educational institutions (schools), while on the other hand, various other forms of education should be encouraged and maintained through workshops, scientific camps, art colonies, educational excursions, non-governmental associations dedicated to the protection and presentation of cultural and natural heritage and the like. In this regard, raising the awareness of the local community about the importance of protecting and preserving cultural heritage.

Collaboration with Business and Commercial Sectors

Increasing partnerships with commercial sectors is key to ensuring sustainability over time. In particular, they wish to strengthen collaboration with tourism companies and local entrepreneurs to be integrated into their tourist offer. In addition, a shared wish to increase the quality and quantity of cultural exchange with other institutions at local/national and international levels was singled out;

Collaboration with Civil Society - Presenting Raising of Cultural Values to the wider public, building trust between institutions and open dialogue with civil society, as well as establishing a concept of Cultural Policy as essential for survival; Increasing the level of internationalization of cultural heritage in terms of collaboration/partnership/brand image; Greater exploitation of EU grants: involvement in projects related to tourism, as well as the protection and promotion of natural and cultural heritage. Networking with local, regional, and European representatives for faster growth and knowledge exchange.

Collaboration with Agricultural Farms - In the food sector, new, sustainable farming models are based on systems of sustainable agriculture and sustainable gathering of wild fruits, as well as respecting sustainable practices in the entire food industry chain, including production/gathering, processing, storage, labeling, packaging, transport... The development of rural tourism is one of the goals of the national development plan of Raška District. Raising the capacity in this type of tourism will contribute to the diversity of the tourist offer, to greater attendance and mutual benefits between the local community

and guests.

Metropolitan City of Bologna – Italy

The artificial water canals and the Sluice of Casalecchio, are the symbol of energy that allowed the city of Bologna and its plain to grow up economically.

Actually, the site is managed by one consortium: “Consorzio della Chiusa di Casalecchio e del Canale di Reno”, under the umbrella organization “Canali di Bologna”. The main financing sources of the site are the taxes paid to the artificial hydraulic system by the citizens that benefit from it. The consortium managing the area is integrated at this hydraulic system. The number of visitors¹⁵ for 2021 was 404 (increasing compared to 2020, a year marked by closures due to the Covid19 pandemic). Duration of their stay on the site is on a daily basis, indeed the visit takes around one hour and half. The visitors in 2021 were only Italian. In the first nine months of 2022, visitors were again increasing: from January to September 2022, 664 people visit the site. Among these, 47 were foreigners (35 from Holland, 15 from other countries, 2 from Austria), and 255 were students from schools or universities (about 38% of the total visitors). It could be noted that the number of foreign visitors, even in the first part of 2022, remains below 1%. This indicates how the site is still un-exploited from a touristic perspective.

It should be noted that the Sluice of Casalecchio can be easily reached and visited by those travelling along the previously mentioned route “Via degli Dei”. This route for trekking and cyclo-tourism connecting Bologna and Florence, became a business of undisputed importance for the area: along the “Via degli Dei” in the last five years 44 accommodation structures have opened, while the induced activity calculated in 2021 was 6.8 million, excluding the cities of Bologna and Florence in the accounts; accommodation brings a turnover of 3.7 million¹⁶.

¹⁵ Source: data collected from the managing authority of the Chiusa di Casalecchio’s site for the purposes of the Pronacul project in January 2022.

¹⁶ https://bologna.repubblica.it/cronaca/2022/05/21/news/cammini_appennino_via_degli_dei_via_lana_sete_mater_dei-350352862/



The following are some initial data on tourism in 2022¹⁷, generally referring to Bologna and the metropolitan area, useful for understanding the economic value and actual and future trends. Summer 2022 confirms itself as the season of return to growth for tourism in Bologna and the metropolitan area, after more than two years in which the sector had suffered from the pandemic, as attested by the numbers of arrivals, which exceed 2019 levels. Foreign tourists are finally returning, making up almost half of the arrivals (the origin ranking sees Germany in first place, followed by the United States, the United Kingdom, France and Spain). As far as the city of Bologna is concerned, the cultural proposals are confirmed to be of great interest, undoubtedly driven by the UNESCO recognition of the “Portici di Bologna”.

Tourists, both national and international, increasingly prefer to book online rather than in person. In fact, purchases on the bolognawelcome.com website exceed purchases at the info points in “Piazza Maggiore” and “Piazza Nettuno”: if in 2019 online sales accounted for 42% of the total, in 2022 they have risen to 80% of purchases made on the website. The overall number of tours and products purchased by tourists is also increasing: in the first half of 2022 we see +33% of sales compared to the same period in 2019, a sign that Bologna is increasingly asserting itself as a destination rich in proposals for tourists but also a sign of a greater desire on the part of visitors for a more structured, organized and pre-planned experience in the city. Indeed, there have been many accesses to eXtraBo in Piazza Nettuno, the tourism information office inaugurated in 2019 and reference point for all outdoor and green activities, such as walking, trekking and cyclo-tourism. From the beginning of the year to June, this information point saw 15,000 accesses. Tourists, including international ones, represent twice as many residents. Like last year, the Apennines and green areas in general remain best sellers with diverse routes and events. Walks continue to be a great success, primarily the Via degli Dei, but also the Via della Lana e della Seta and the newborn Via Mater Dei. The Ciclovía del Sole¹⁸, protagonist of numerous articles in the national and international press, has been very popular. The

¹⁷ <https://www.bolognawelcome.com/it/area-stampa/estate-2022-turismo-bologna>

¹⁸ <https://cicloviadelsole.it/en/home-2/>



'Criminali 2022' exhibition¹⁹, which offers hundreds of events in the Bolognese Apennines and the Imola district, also met with great success. The objective of Criminali events is to provide people with new experiential paths introducing them to the beauties and the timeless changing landscapes of the Bolognese Apennines: itineraries in the nature "with a view" on theatre performances, concerts, readings, circus exhibitions²⁰. Looking instead at previous years, in Bologna, tourism created more than 11,000 new jobs in the period 2016-2018 in the metropolitan area, with a growth of 31% for a total of 43,000 employees, representing 5.4% of the metropolitan city's workforce²¹. Now, having overcome the health crisis, the aim will be to stabilize these jobs and, through new instruments, to encourage young people to enter the tourism sector while guaranteeing the objective of quality work. Parks, natural and green areas can be a key element of this tourism revival that could have a significant potential. However, it needs to be accompanied by an adequate supply of tourist services, a well-maintained and signposted hiking network, efficient logistics services (functional both for tourists and for the local population) and a set of proposals capable of offering tourists an all-round experience of the peculiarities (including food and wine, but not only) of the territories they visit or pass through. Besides, we strongly believe that tourism development must follow a sustainable line, and must not be in conflict with the objectives of protecting the environment and biodiversity; on the contrary, tourism interests must not only benefit local communities, but also allow for interventions to safeguard, protect and enhance not only within the Protected Areas but in all the territories that connect them, which must be seen as an environmental unicum. To this end, education on sustainable tourism and the provision of quality tourist services will play a key role.

The protected area benefits of great attention in public discourse and policy objectives. The Municipality in whose territory the protected area is located, Casalecchio,

¹⁹ www.criminalibologna.it/

²⁰ [CREATURES, Good Practices E-Catalogue, ed. by Jasmina Selimovic, Sarajevo, Ekonomski fakultet Univerziteta, 2020](#)

²¹ [Linee di indirizzo pluriennali 2021-2023 per il Turismo della Città metropolitana di Bologna](#)



has put in place a public-private partnership for the management of green spaces, lasting about twenty years and worth a total of 13 million euros. The process started in 2016, when the municipality of Casalecchio organized round tables to discuss different aspects of the future management of the Chiusa Park, the largest green space in the municipality. For the municipal administration it was important to hear different opinions and point of views; several meetings with the civil society were organized. During this participatory process, a few groups of citizens created friction and questioned the general principle of a public-private partnership for the management of public green areas. Their (natural) conservative vision was in contrast with the one of the administration, which was looking for a better maintenance of the park and for the enlargement of places for building social relationships. The administration then explained their conviction that the proposed concept would ensure access to the green spaces for the local population, including in the Chiusa Park project. The municipality played the central role in directing the participatory process of all the actors and stakeholders and diffused conflict by organizing public debating meetings. The administration presented a master plan and a strategic vision of environmentally and socially sustainable management, next to a business plan, with the help of competent experts. The participatory process was therefore not conducted on a blank page - which tends to create unrealistic expectations and/or frustration and participation fatigue - but on the basis of a strategic plan that proposed the main lines of the private public partnership. The municipal administrations of Casalecchio understood that multiple and different points of views, opinions and actors with several backgrounds present a benefit for the entire community and tried to include as many of them as possible in the decision-making process. This being said, it also invested time and energy in defining and formulating its own propositions; it was therefore not only a mediator of civic viewpoints, but also displayed public leadership. The tender has been published in 2018 and the contract has been signed in October 2019, it has been awarded to “La Chiusa” and includes the management of agricultural lands, the restoration of farm service buildings and the buildings inside the Chiusa Park, recovered for hospitality and cultural dissemination functions. The “La Chiusa” shareholders are three local social cooperatives



(Copaps, La piccola carovana, La Città Verde) and the “Consorzio Edili Artigiani Ravenna Cear Soc. Coop. Cons”.

This is an excellent example of collaboration between public and private operators that demonstrates how these partnerships can add value to the management of public green areas, bringing benefits to the entire community. The goal is not to make profits, but to make ends meet in balance by creating social employment in a logic of solidarity, a guarantee for careful and sensitive management of common goods.

In addition, the Sluice’s Park recently has won a ministerial call for the enhancement of historic parks and gardens fully financed through PNRR funds²². More than 338.000 euros of investment for landscape enhancements, securing, improving accessibility conditions and promoting its history and environmental value to the public. In particular, the project is aimed at the following objectives:

- * Improvement of the park's landscape, through numerous plantings of new trees and plants, interventions to protect the monumental areas present, deep cleaning of areas now covered by weeds;

- * Securing of the bunkers and the refuge along the *Via dei Bregoli*, which will become visible again and will guarantee the start of monitoring for bats, which find an ideal environment for hibernation in the area;

- * Renovation and restoration of the ovoid basin in the centre of the Historical Garden and the decorative fountain;

- * Restoration of the safety water system;

- * Creation of a small composting unit for the "circular" management of organic waste;

- * Construction of visit paths equipped with QR codes, to facilitate the Park's use by citizens through multilingual audio guides, also through "traditional" and Braille signs;

²² <http://www.parcodellachiusa.it/index.php/archivio-notizie/237-bando-ministeriale-per-la-valorizzazione-di-parchi-e-giardini-storici-nell-ambito-del-pnrr>

- * Restoration of the practicability of some paths, with water regulation through the restoration of water-cutting traverses, with particular attention to the accessibility of the elderly and the disabled;

- * Planning and realization of a sensorial route for people with disabilities;

- * Relaunch of activities in collaboration with the various associations already involved in the enhancement of the Park.

Broadening the view to the entire metropolitan area, the political commitment to the theme of sustainable tourism, and to the enhancement of the natural and cultural heritage is reflected by the strategies set up, by the efforts made to update the governance system and the projects and services implemented or underway. However, the destination is rather young and there is still room for improvement and steps to be taken.

Centre for the promotion of entrepreneurship Piran Ltd – Slovenia

Agriculture

In the area of the park, agriculture is one of the three main traditional activities, which has a significant impact on the landscape of the Strunjan peninsula. Agriculture is almost entirely focused on the cultivation of agricultural plants on permanent and non-permanent plantations, in the area of the park there is only one farm focused on animal husbandry. According to actual use data, in 2012 there were 146 ha of agricultural land and 243 ha of non-agricultural land in the park area - in these, the proportion of built-up land has increased significantly in recent decades and is still increasing. The extent of agricultural land has decreased in the past decades,

and the number of agricultural holdings has also fallen sharply (SORS, 2012). Agricultural practices have also changed: permanent plantations have increased, agricultural practices have shifted from sonar to more intensive ones. Therefore, landscape elements associated with traditional agriculture, namely dry walls and borders, are also being lost in the park area. Nevertheless, in recent years we have noticed an increase in the area with organic farming; they are mostly areas with permanent plantations. The park area is characterized by parcel and ownership fragmentation of agricultural land. This makes it difficult to carry out agricultural activity as a primary activity, so today, for the majority of



residents, agriculture is only a supplementary activity or an activity for their own needs. This, and the fact that many of the owners or lessees of agricultural land are not residents of the park or its immediate surroundings, reduces the amount of work involved, so it is switched to crops that require less cultivation - mostly permanent plantations such as olive groves, vineyards and orchards. Traditional agriculture is also changing due to the immigration of new residents who do not engage in agriculture. There is also the use of agricultural land that is not in accordance with its purpose, e.g. for motorhomes, setting up private caravans and simple or less demanding accommodation facilities.

Fishing

The inland waters in the landscape park belong to the coastal-karst fishing area, to the Koper fishing district. There is only the fishing area of the Roja stream in the park, which is defined as an area without active fisheries management (Bertok, 2010). Sea fishing is more important in the park area. In the Strunjan small local dock/port, six fishermen have had a commercial fishing license in the last ten years, four of them have had a license all year round. Commercial fishing is mainly carried out with standing gill nets and three-layer nets, less often with top nets. By weight, the largest share of the catch belonged to the following species: sole (*Solea solea*), cuttlefish (*Sepia officinalis*), sea bream (*Sparus aurata*), flounder (*Platichthys flesus*), red snapper (*Pegellus erythrinus*), sea bass (*Dicentrarchus labrax*), brown grouper (*Scorpaena porcus*) and the shoe-headed dog (*Mugil cephalus*). The occurrence of fish and thus the catch varies from year to year, but due to the relatively small area and volume of the catch, it is difficult to determine the causes of these fluctuations. Maricultural activity is carried out by five shellfisheries, namely on a limited scale within the Strunjan fishing reserve. Part of the area of the shellfish beds, where edible mussel is grown, also extends within the boundaries of the park.

Salt pans

The Strunjan salt pans have been an area of traditional salt extraction since at least the 13th century. The base of the salt pans is recent sediment, which was mostly washed up by the Roja stream in Strunjan. Sediment is the basic material for the construction of salt marshes, such as embankments and canals. The embankments are partially lined with wood or stone and in some places overgrown with salt-loving vegetation, which reduces erosion. Brine production basins in evaporation areas have clay bottoms. Crystallization beds have a clay base covered with a petola layer. The extraction of mineral raw materials is regulated by a concession agreement between the Republic of Slovenia and the company SOLINE Pridelava soli, d. o. o., which determines mutual relations regarding the mining right for the economic exploitation of sea salt. The purpose of exploitation of mineral raw materials is their preparation for further processing and processing for own use and sale. The mining area to which the mining right refers is located on land with plot nos. 3061/1 and 3062/1. Sea salt pans are a technological facility that must be constantly maintained in a

suitable condition. The protective dykes of the saltpans are at the same time the protective dykes of the areas in the hinterland of the saltpans, where there are populated areas, agricultural areas and also important roads. The Regulation on the Strunjan Landscape Park prescribes the maintenance and restoration of salt marshes, which must ensure an unchanged water regime that ensures the preservation of the diversity of habitats of plant and animal species typical of salty, brackish or sweet coastal wetlands, and the preservation of biodiversity. For the same reasons, traditional salt production is preserved in this area. The current state of the salt infrastructure is poor due to dilapidation, and regular annual and seasonal maintenance work needs to be carried out.

Tourism

The area of the park offers many possibilities for the development of eco-tourism, which stems from the preserved and rich natural and cultural heritage and the historical legacy of the traditional activities of the inhabitants. Its location is very favourable from a tourist and marketing point of view due to good transport connections, a strong hinterland due to the proximity of major coastal cities and the general attractiveness of the sea and favourable maritime climate. In 2013, there were 15 tourist accommodation facilities with a total of 2,797 beds in the area of the park and its immediate vicinity. In 2009, 278,679 overnight stays were created in this area. The number of overnight stays in various accommodation facilities increased by an average of 13% in the period from 2004 to 2009. Most nights are generated by hotels, namely 71%, followed by campsites with 15% and other accommodation facilities with 14%. An extremely big problem is the very pronounced visitation of the park in the summer season. 37% of all tourists visit the area in July and August, and as much as 66% from May to September. Daily visitors who do not spend the night in the park are not included in the analysis. The undirected, seasonal and massive visitation of the protected area causes burdens on the natural environment (such as anchoring, stacking stones on the seashore, littering, burning, noise, walking outside established paths, spending the night outdoors, parking in the natural environment), which mostly results from hotel and of nautical tourism, in addition, the overnight accommodation capacity in the landscape park and on its edge already exceeds the carrying capacity of the park. The long-term absence of a manager has led to the

development of many activities that are often not in line with the park's goals, and there is also a lack of understanding of the natural and cultural features and park infrastructure. The composition of the population is changing and traditional activities are being abandoned, so the opportunities arising from the local population are largely untapped. In the marine part of the park, an extremely pressing problem is the unregulated daily visitation of the seashore by vessels, bathers and permanent illegal anchorages in the bay.

Long-term objectives and priorities for the Landscape Park Strunjan were agreed also in political agenda. They were defined in the participatory process with stakeholders (including political and administration stakeholders) of the park. The objectives contribute to three main objectives of the park, which is

- A) nature conservation,
- B) sustainable visitation and
- C) sustainable development of the area

The objectives are being achieved through following the actions defined in the already prepared Sustainable Action Plan, which follows the Management Plan of the Landscape Park Strunjan. Action Plan will be further upgraded, if necessary.

Nature conservation

1. In the area of the Strunjan peninsula, a leading priority is to preserve natural values, biodiversity and landscape diversity.
2. State of natural values is preserved by preventing negative human influences, thereby preserving their exceptionality, value and rarity.
3. The characteristic habitat types and populations of animal and plant species are maintained in a favourable condition.
4. By controlling and influencing visitor flows and appropriate land use, the sea shore with all natural processes is preserved. On the marine part of the park, the conservation actions for target animal and plant species are being implemented.
5. In the park area, the landscape and its typical landscape patterns and elements are protected, especially those that are also intended to preserve biodiversity and natural values.

6. In accordance with the Nature Conservation Act, the Nature Conservation Supervision is responsible for carrying out direct control in the field (supervision of protection regime implementation) and on-site monitoring of the realization of nature conservation objectives.

Sustainable visitation

1. The park is offering the opportunities for visitors, experiencing nature and relaxation using forms of visiting which are adapted to the nature values and the carrying capacity of the protected area.

2. Programs and infrastructure for visitors and nature presentations are established and maintained, which ensure safe visiting of the park and quality informed and educated visitors.

3. Actions for controlling and managing visitor flows are being taken for re-directing visitors to less vulnerable areas and mitigate the effects on nature.

4. The public institution Landscape Park Strunjan is responsible for raising public awareness in the protected area, cooperating and participating with local residents in the implementation of management tasks.

Sustainable development of the area

1. In the park area, activities that contribute to the preservation and forming a typical cultural landscape and its elements, mainly agriculture and salt farming, are maintained. The new activities are adapted to the nature conservation objectives and they enable the preservation of the typical landscape elements.

2. The public institution is promoting established traditional agricultural practices, farmers are connecting among themselves and under the protection of the brand "Landscape Park Strunjan" achieve higher price of products on the market.

3. In the fishing area, cooperation between small-scale fishermen and the manager of the park will be strengthened, allowing more coordinated functioning and monitoring of fishing impact on the nature.

4. Traditional salt farming is maintained in the present extent; maintenance of infrastructure and water regime in the saltpans area is implemented in accordance with the

protection objectives of the park.

5. The landscape park is promoted as a natural area for peaceful activities and relaxation, and tourism providers are encouraged to strengthen sustainable forms of tourism.

4. The current state of management of natural and cultural heritage assets at PRONACUL partnership level.

Based on an ad hoc SWOT analysis conducted by each PRONACUL with reference to their respective natural / cultural heritage sector, Strengths, Weaknesses, Opportunities, and Threats have been identified, resulting in the identification of aspects that can be exploited or improved through local / regional / transnational policies, which, in turn, have laid the groundwork for the policy design and justification of the proposed interventions.

Regional Development Agency Zasavje – Slovenia

STRENGTHS	WEEKNESS
<p>natural resources (rural preservation, forest, water resources),</p> <p>rich tangible and intangible cultural heritage,</p> <p>a large number of events</p> <p>a region rich in countryside, where traditional knowledge is also preserved</p> <p>varied tourist offers in cities and in the countryside,</p> <p>collective brand (V 3 krasne)</p>	<p>the outflow of the population from theregion – lack of staff and the outflowof highly educated staff or staff with good experience in the region</p> <p>extensive degraded areas due to mining and unregulated ownership offormer mining properties (buildings, land)</p> <p>underutilized potential of cultural andnatural heritage</p> <p>insufficient recognition of the region or the negative image of the region inthe public eye -</p> <p>poorly utilized possibilities of the region for tourism</p> <p>activities and poortourist</p> <p>infrastructure</p>



	<p>underdeveloped tourism industry</p> <p>inefficient public transport</p> <p>destination organizations and joint brand building</p>
<p>OPPORTUNITIES</p>	<p>THREATS</p>
<p>educational activities for the local community and visitors,</p> <p>soft, value-added adventure tourism,</p> <p>all-year-round visit,</p> <p>the tourist potential of the municipality/region connecting tourism with cultural activities and cultural heritage, sports, activities in the countryside and the development of various tourist areas (industrial tourism, sports tourism, farm tourism, motorhome tourism, touring cycling routes, festivals...)</p>	<p>more favourable working conditions and availability</p> <p>of jobs outside the municipality and, as a result, "brain drain"</p> <p>lack of financial investments in the restoration of cultural heritage and the loss of traditional knowledge and skills</p>



One of key strengths in Zagorje ob Savi is preserved nature and its favourable and attractive location in central Slovenia, close to the capital, which allows the development of soft adventure tourism reached by public transport (railway). The location away from mass tourist centres is an advantage in terms of impact from visitors to the preservation of nature values. Traditional agricultural activity which is not developed is also important for the preservation of the Natura2000 areas. Better networking of local producers of products, which should also be encouraged among the younger generations would bring income to the local population.

LAG Eastern Venice – Italy

The variety and differentiation of the Eastern Veneto territory are also reflected in the analysis of its weaknesses and strengths, showing how the possible solutions and risks associated with the status quo find possible ways out only in an integrated, bottom-up and proactive towards the territory itself, local communities and political decision-makers, who must first of all be informed and then involved in the processes of change.

As seen in the previous paragraphs, there is a substantial and structural disharmony in the distribution of resources, especially between the coast and the hinterland. This imbalance belongs to the whole area and to all sectors, starting from the industrial and manufacturing one, as well as that of agriculture. Tourism and hospitality, sectors more strongly linked to cultural and natural heritage, follow the same trend.

Proceeding by macro-aspects, we see how the contrasts, if not the contradictions, linked to the enhancement of the cultural and natural heritage, cause the same characteristic to be ambivalent. This is the case of tourism, since in Eastern Veneto there are some of the most popular coastal tourist resorts in Italy, with a large number of German-speaking foreign visitors, while in the inland areas, although not far away and well connected, one cannot speak of an adequately developed tourism sector. On the one hand we therefore find the risk of overtourism and a saturation of the offer concentrated in the summer months, on the other a problem of differentiation and distribution of flows throughout the territory.

The transport sector should be interpreted in the same way: the road network is developed, and the area is crossed by an important communication axis such as the A4



"Serenissima" motorway. However, this determines a constant traffic of heavy vehicles, which is combined with the high frequency of toll booths - one every 10 km, which leads to a strong amount of daily traffic even in adjacent areas and to a constant presence of pollution from exhaust gases. In addition to this, returning to the correlation with tourism, two elements should be noted: the dangerousness and consequent rate of accidents of the A4 motorway (the most dangerous in the Northeast; AISCAT data) and the lower presence of motorway interconnection services with destinations tourism (the Romagna Riviera, in the Emilia Romagna region, has a toll booth every 7.2 km)

Strengths	Weaknesses
<ul style="list-style-type: none"> • nearby tourist centers and accessibility • Strong tourist presence in coastal areas with the possibility of proposing alternative routes and methods of use (green, sustainable) • Environmental sensitivity on issues of respect for nature greater than in other parts of Italy • Uniqueness of the territory • Great location • Rich cultural, natural and historical heritage • Presence of various types of museums and cultural associations 	<ul style="list-style-type: none"> • Traffic / strong presence of high traffic roads • Insufficient tourist offer: poor tourist reputation of inland areas and overcrowding of coastal areas • Soil consumption • Lack of liveliness in the proposal of cultural events of international importance • Seasonality • Insufficient collaboration with tourism stakeholders • Lack of funds



Opportunities	Threats
<ul style="list-style-type: none"> • Promote seasonal adjustment • Improve the profitability of accommodation facilities • Enhance the tourist offer of the hinterland, relaunching the role of minor localities and tourism (religious, naturalistic, cycling, etc.) / 	<ul style="list-style-type: none"> • Risk of prevalence of already known destinations over less known / emerging heritage • Political instability • Lack of coordination between administrative levels • Difficulty in focusing on an integrated proposal (branding)
<p>Strengthen minor infrastructures in terms of tourism</p> <ul style="list-style-type: none"> • Increase in the number of visitors • Changes in accommodation facilities • Increase in jobs 	<ul style="list-style-type: none"> • Inefficient communication and marketing • Lack of innovative approaches

Rijeka Tourist Board – Croatia

SWOT analysis of Žumberak strengths, weaknesses, opportunities and threats was developed for the purpose to recognise aspects that can be exploited or improved through local/regional/transnational policies, which will build the foundation for the policy design and justify the proposed interventions (**Table 1**).

The main strengths of Žumberak are the preserved nature and the fact that there are no major air pollutants and unpolluted nature, as well as nutrition as an advantage within healthy domestic products and lower living costs, since Žumberak is traditional agrarian region. The advantage of Žumberak is that it is located near Zagreb and other smaller cities, which could become markets for the sale of agricultural products. Weaknesses in Žumberak are numerous, but the most important ones relate to the population.



Demographic the indicators are extremely bad. Strong depopulation has been going on for decades, and currently the majority of the population is old, there is a lack of young and active population, and it is level poor education. The traffic road network is extremely bad, which can be seen from the weak demographic density of the road network, which is extremely high even with a small population. There is no settlement in Žumberak that is less than 20 minutes away from the city. That is also a weakness that there are no shops in the area of Žumberak, and there are only two regional schools from 1st to 4th grade, in Kostanjevac and Novo Selo Žumberačko. The main opportunities in Žumberak are research, development and innovation, valorisation of heritage and other comparative advantages, as well as the EU funding opportunities. The main threat for Žumberak is certainly demographic decline and extinction population. The current demographic situation of Žumberak has already been described in detail population, and if this problem is not taken seriously in the near future, soon it may be too late for any rescue measures. Ignoring and not investing in the existing one road network also creates a danger of future even worse connections with Žumberak surrounding cities and towns. A complete SWOT analysis of Žumberak strengths, weaknesses, opportunities and threats is presented below:



Table 1. SWOT analysis of natural/cultural heritage sector – protected pilot area Žumberak

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <input type="checkbox"/> Favourable geographic position and area <input type="checkbox"/> Preserved nature, unique ecosystem, biodiversity and wildlife <input type="checkbox"/> Proximity of urban areas <input type="checkbox"/> Proximity of potential agricultural markets <input type="checkbox"/> Potential for tourism, agriculture and other market areas <input type="checkbox"/> The local people strongly support the need for sustainable and responsible tourism <input type="checkbox"/> Variety of cultural and natural heritage sites <input type="checkbox"/> Established reputation of a unique ecomuseum and heritage area <input type="checkbox"/> Cooperation and implementation of projects with other public institutions for the purpose of natural and cultural heritage preservation and valorisation, such as project PRONACUL <input type="checkbox"/> Existence of quality infrastructure, such as Sošice Visitor Centre <input type="checkbox"/> Vast potential for tourism products and educational content <input type="checkbox"/> Potential for research, development and innovation 	<ul style="list-style-type: none"> <input type="checkbox"/> Bad demographic indicators and overall demographic situation - old population, low level of available education, insufficient number of young and active population <input type="checkbox"/> Lack of coordination among local people and low involvement in tourism <input type="checkbox"/> Lack of specific and high-quality tourism infrastructure <input type="checkbox"/> Lack of strategies to ensure the promotion and marketing of nature-based tourism <input type="checkbox"/> Seasonality of tourism <input type="checkbox"/> High rate of inflation and unstable domestic economy which is unfavourable for tourism development <input type="checkbox"/> Lack of funding and investments for heritage preservation, scientific research, education and tourism development <input type="checkbox"/> Lack of overall awareness about biodiversity and heritage preservation <input type="checkbox"/> Lack of research, development and innovation



OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <input type="checkbox"/> Favourable geographic position and area - proximity to urban areas and tourist-generating neighbouring countries <input type="checkbox"/> Significant share of land for agriculture exploitation <input type="checkbox"/> Nature-based and culture-based tourism development <input type="checkbox"/> Development of new tourism products in line with and heritage <input type="checkbox"/> Involvement of local people in decision making, planning and participation of the community <input type="checkbox"/> Sustainable preservation of natural ecosystems and efforts to decrease negative environment and climate impacts <input type="checkbox"/> Strengthening education, marketing and communication activities to attract younger generations <input type="checkbox"/> Potential for development of various tourism types <input type="checkbox"/> EU funds for financing of projects co-financed by the EU <input type="checkbox"/> Certification of the park and its tourism products as a destination for sustainable tourism <input type="checkbox"/> Growing interest in ecologically preserved areas and the development of ecotourism, organic agriculture, traditional crafts and heritage 	<ul style="list-style-type: none"> <input type="checkbox"/> Further demographic deterioration and extinction of the original Žumberak population <input type="checkbox"/> Future deterioration of the road network in case of neglected development and lack of investment <input type="checkbox"/> Potential negative cultural, natural, heritage, climate and environmental impacts without focused effort for sustainable tourism development and preservation of natural and cultural heritage <input type="checkbox"/> Intensification of inflation and economic crisis <input type="checkbox"/> Overconsumption of natural resources <input type="checkbox"/> Overconcentration of tourism activities leading to degradation of ecosystems <input type="checkbox"/> Degradation of existing tourism infrastructure, due to lack of investment and engagement <input type="checkbox"/> Underdevelopment and low quality of tourism and inability to follow trends, non-existent new and/or updated tourism infrastructure, and/or insufficient and/or low quality of tourism infrastructure, Underdevelopment and low quality of tourism

Ilia Chamber – Greece

The PRONACUL project seeks to provide policymakers and tourism chain players with a unified strategy to valorizing their natural and cultural assets in order to achieve greater growth rates, generate revenue, and create development potential for the local economy and respective enterprises.

In such perspective, precisely mapping and depicting the risks and opportunities that the project will confront is critical for a successful project execution. Elis' regional unit's unquestionable strength is its cultural and ecological legacy. Technical know-how, innovation ideas, and best practices will be instilled within the local ecosystem as a result of the PRONACUL project's strong project partnership, which includes, among others, development agencies, business representatives, and universities, who will provide stakeholders with vital networking and dissemination opportunities.

The region's strong cultural and natural background will facilitate the implementation of the project's outputs, which are specifically targeted to the region's competitive advantages, resulting in the promotion of a cross-sectoral approach and the active engagement of local actors from across the tourism value chain.

Based on its strengths, the project will be able to capitalize on a vast capacity for international outreach and synergies, owing primarily to the "brand-name" of Ancient Olympia, which, in turn, will give birth to all types of collaboration opportunities and will support cross sector innovations, promote alternative forms of tourism and will eventually result in a positive reinforcement of the local society towards the design of a common policy.

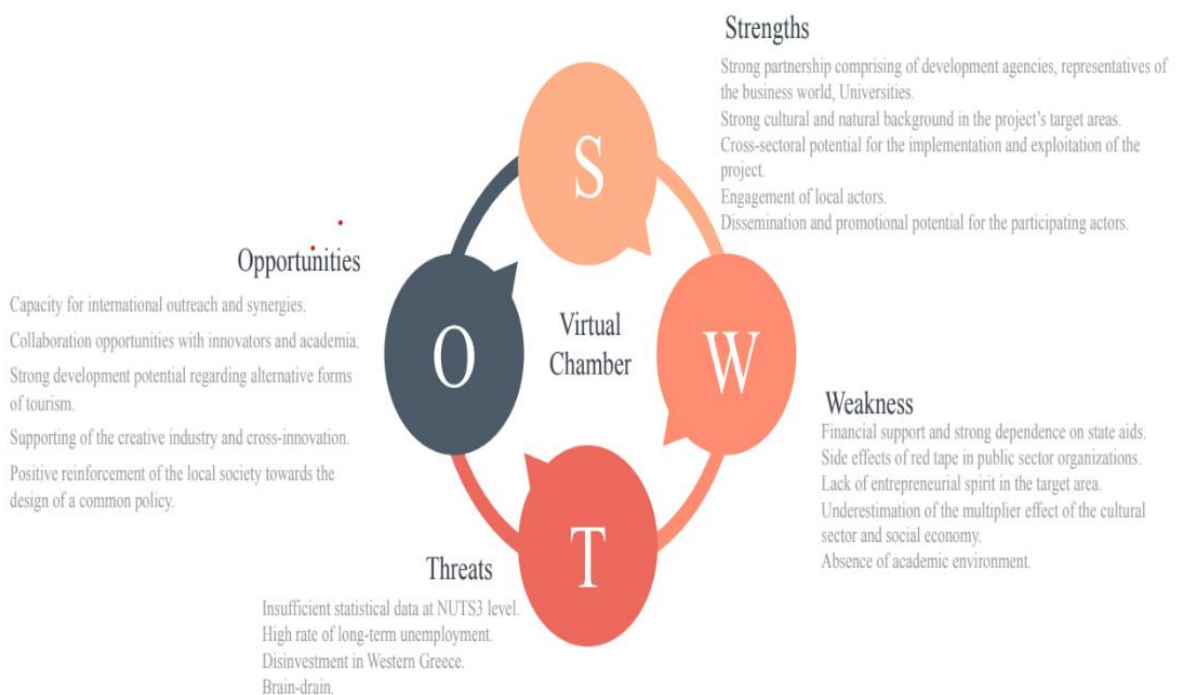
However, the project's success is not ensured unless proper measures are planned and executed so as to manage risks and remove hazards. The sustainability of the project's achievements is strongly reliant on procuring and allocating financial sources, which in Elis are mostly state dependent and not always accessible over the project's life cycle owing to bureaucratic barriers and a lack of flexibility on the part of the public sector.

Furthermore, the prosperous and financially sustainable management of natural and cultural heritage cannot be accomplished without the contributions of entrepreneurs

and innovators, which are becoming increasingly scarce due to the lack of an academic environment in the region and the prevalent misconception that the cultural sector does not generate large revenues.

The project's performance indicators may also be substantially impacted by a lack of pertinent data resources at the NUTS3 level, which might give strong proof of the project's success or failure.

Last but not least, the high percentage of long-term unemployment in the Elis area regional unit, brain-drain, and overall disinvestment in Western Greece create a highly combustible combination that might jeopardize the project's capacity potential.



Entrepreneurship and Business Association LiNK - Bosnia and Herzegovina

SWOT analysis are built upon experiences of local and regional stakeholders, and based on the results of the workshops held in the delegated sites.

Strengths:

- There is a large number of preserved monuments of cultural heritage in Bosnia and Herzegovina
 - Cultural heritage monuments included in the UNESCO list
 - There are a large number of interested subjects who are ready to get involved in and contribute to the preservation and tourism promotion of the localities themselves for the purpose of tourism development / tourist agencies, mountaineering organizations, cycling associations...
 - Preserved natural landscapes and rich natural heritage near the cultural sites

Weaknesses:

- Degraded awareness of the value of what we have to offer when we talk about natural/cultural heritage
 - Cultural/historical monuments are not always part of public institutions that would additionally take care of the mentioned localities.
 - Within development strategies, they did not receive a significant place, very few measures, plans and activities the mentioned localities have in the final development plans.
 - Lack of support for development of supporting businesses, which can assure sustainability (traditional products, PR, creative industries, video and photo production, food production, etc)

Opportunities:

- Linking with other actors of development from the local level to the inter-municipal, regional and national level in order to come up with joint offers, to create joint



projects for the purpose of developing cultural heritage – i.e. PRONACUL Virtual chamber and PRONACUL network of stakeholders,

- Networks of stakeholders on regional and international level which can assure involvement in greater value chains
- Joint activities for the purpose of promoting the locality
- A large number of actors ready to work in the field of cultural heritage development
- Development of tourism through a more active approach to cultural heritage

Threats:

- Weak interest of local communities in participating in locality promotion programs
- Lack of funds for the preservation and improvement of the localities themselves

University of Novi Sad, Faculty of Sciences – Serbia

Based on an overview of all natural and created conditions and an analysis of the potential and limitations in the scope of the Spatial Plan, the positive and negative sides of the protection and development of the special purpose area, for which a swot analysis was given, were summarized.

STRENGTHS	WEAKNESSES
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<p>Wealth of natural values (natural goods and resources), cultural heritage and landscape diversity in the special purpose area;</p> <p>Cross-border cooperation in the field of nature protection;</p> <p>Large areas under the forest that have a positive effect on the recognizable image of the landscape and microclimatic characteristics;</p> <p>Favorable traffic and tourist location of the National Park;</p> <p>Natural assets and rich cultural and historical heritage as a basis for the development of various forms of tourism;</p>	<p>Usurpation of the National Park space by unplanned construction;</p> <p>Degraded land in the area of the National Park and in its surroundings, caused by the exploitation of mineral resources and inadequate disposal of waste;</p> <p>Fragmentation of natural habitats in the surroundings of the National Park, which negatively affects the recognizable image of the landscape;</p> <p>Devastated objects of cultural heritage and their immediate surroundings;</p> <p>Insufficient and inadequate tourism valorization and presentation of natural,</p>
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<p>Relatively dense road network of state and municipal roads;</p> <p>The Danube River as an international waterway - Corridor VII in the immediate environment of a special purpose;</p> <p>International cycle corridor 6 along the Danube and national cycle corridors along the slopes of Fruška Gora;</p> <p>Significant areas of agricultural land in the function of viticulture and fruit growing;</p> <p>Preservation of agricultural land that provides a chance for the production of top quality organic agricultural products with protected geographical origin;</p> <p>The wealth of the area with surface and underground water and</p> <p>Infrastructural equipment of the space.</p>	<p>cultural and created values and inadequate material base for tourism development;</p> <ul style="list-style-type: none"> • Inadequacy of the traffic network in terms of quality, condition, construction and equipment of traffic capacities; <p>Non-integration of traffic modes and lack of institutional coordination;</p> <p>The absence of traffic connections between individual settlements in the National Park and its immediate surroundings;</p> <p>Insufficient construction of facilities for the regulation of watercourses and torrents and</p> <p>The unresolved issue of wastewater treatment and waste elimination.</p>
<p>OPPORTUNITIES</p>	<p>THREATS</p>
<ul style="list-style-type: none"> • Provision of spatial conditions for sustainable (balanced) development of the National Park area; • Connecting fragmented habitats with the aim of preserving biological diversity and the connection with the National Park in 	<ul style="list-style-type: none"> • The devastation of the natural values of the National Park caused by adverse climatic and anthropogenic influences; • Slow dynamics of restoration of immovable cultural assets, which

<p>the process of joining the European ecological network NATURA 2000;</p> <ul style="list-style-type: none"> • Affirmation of Fruška Gora as a unique "Cultural area" with a specific and concentrated fund of cultural heritage; • Arrangement of geoheritage sites in order to present them and include them in the network of geoparks; • Preservation of the basic character types of the landscape, for the purpose of presentation and promotion of the landscape values of Fruška Gora; • Development of integrated (multimodal) traffic; • Tourist positioning of the area of Fruška Gora; • Revitalization of cultural assets and intangible cultural heritage and their presentation as a unique tourist product; • Provision of spatial conditions for the development of tourist infrastructure in order to improve the tourist offer; • Involvement of the local population in the development of traditional ways of using space and the development of ecotourism; 	<p>contributes to their continuous deterioration;</p> <ul style="list-style-type: none"> • Insufficient investment in tourism; • Non-implementation of completed tourism development programs; • Reduced stability of sloping terrain and active landslides where there are certain restrictions on use (ban on construction, obligation to reforest); • Abandoned and active surface mines for which protection measures should be provided with limited access until they are put to use; • Negative impact of untreated municipal wastewater and filtered water from unorganized landfills on natural resources; • Occurrence of torrential water, flooding and damage in settlements and communication facilities; • Soil pollution due to inadequate application of chemical protection agents and agrometers in agriculture and • Possible accidents at facilities in the wider environment of the special purpose area.
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<ul style="list-style-type: none"> • Valorization of agricultural products obtained from this area, through certification and branding; • Protection of agricultural land through the application of anti-erosion measures; • Coordination of research and exploitation of mineral resources with measures to protect natural resources and protect the environment; • Recultivation of degraded areas by bringing them back to their former state or repurposing the areas; • Provision of planning measures for the protection of forest, agricultural and water land from illegal construction and measures for the rational use of space and • Greater use of OIE (biomass, hydro potential of watercourses, reservoirs, solar energy). 	
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Institution “Agency for Development of Small and Medium Enterprises of City of Trebinje” - Bosnia and Herzegovina

SWOT analysis was created as a comprehensive reflection to the natural, demographic, social and economic characteristics of the "Orjen" Nature Park and its cultural attractions. In addition, the capacities and potentials of its immediate environment

were also taken into account. The findings of this analysis were supplemented by the conclusions obtained during direct contacts with interest groups, i.e. individuals, organizations participating in PRONACUL project's workshops in Trebinje etc. By this way, it lead to specific findings and identifying perception of local actors regarding problems solving and defining priorities.

Strengths, weaknesses, opportunities and threats related to promotion of natural and cultural heritage and the development of sustainable tourism in the area of the "Orjen" Nature Park are contained in the following:

Strengths:

- Commitment of local authorities to development
- Experience in the implementation of development projects, especially in the sector of tourism and rural development
 - Existence of supply network for irrigation in the area of Ubla
 - Preserved nature
 - Tradition of organizing tourist routes characteristic for nature parks
 - Existence of strategic development documents (Development Strategy of City of Trebinje and Trebinje Development Strategy of Tourism)
 - Existing potential for the development of various forms of tourism (hunting, fishing, religious, wine, sports, etc.)
 - Typical local agricultural products ("Grah poljak"/local kind of beans, local "Škripavac" cheese, Herzegovinian honey)
 - "Herzeg House" – Traditional products store with more than 120 local cooperants
 - Existence of Agricultural cluster "Old Herzegovina"
 - Existence of established brands in the wine sector and numerous local wineries
 - Existence of City programs and funding mechanisms aimed at support to entrepreneurship
 - Proximity of the airports (Dubrovnik, Tivat, Podgorica and Mostar)
 - Rich historical and cultural heritage

- Strong momentum in tourism
- Numerous cultural events and traditional manifestations

Weaknesses:

- Lack of closer cooperation of institutions and stakeholders in subject area
- Complex administrative organization of Bosnia and Herzegovina with special emphasis on the subject area
 - Human resources and its competencies in certain areas
 - Decreasing demographic structure (depopulation)
 - Insufficiently organized public transport (suburban and inter-city traffic)
 - Underdeveloped internet accessibility in rural areas
 - Weak orientation towards production activities (dominant participation of the public sector in the employment structure)
 - Remoteness and geographic position cause slight administrative and economic isolation
 - Lack of more intensive entrepreneurial activity
 - Lack of clear property-ownership registers
 - Lack of specific manpower in tourism

Opportunities:

- Rapid growth of the outdoor tourism sector at the global level
- Progress of Bosnia and Herzegovina towards European integrations
- Existence of strategic development documents at the level of RS and the City of Trebinje
 - Presence of non-governmental organizations interested in regional development projects
 - Interest of various organizations for the protection and valorisation of typical products (City of Trebinje, Tourist Organization of RS, Agency for Safety/Food Safety of Bosnia and Herzegovina, Agricultural Cluster "Old Herzegovina")

- Proximity to attractive and developed tourist destinations (Dubrovnik, Kotor, Mostar, Međugorje, Ostrog)
- Potential construction of the Adriatic-Ionian motorway
- Existence of funds aimed at protection of nature
- Growing demand for organic and traditional products
- Momentum of global trends towards green agendas and regional outdoor tourism

Threats:

- Unbalanced current political situation in Bosnia and Herzegovina
- Global economic crisis
- Lower interest of international organizations for Bosnia and Herzegovina
- Difficulties in restoring economic and social ties and trust with some neighbouring cities and municipalities
- Insufficient political engagement for environment issues, insufficient environment protection mechanisms
- Infrastructural projects that could affect environment
- Depopulation of villages can endanger rural tourism development

Zagreb County Tourist Board – Croatia

SWOT analysis of Žumberak strengths, weaknesses, opportunities and threats was developed for the purpose to recognise aspects that can be exploited or improved through local/regional/transnational policies, which will build the foundation for the policy design and justify the proposed interventions (**Table 1**).

The main strengths of Žumberak are the preserved nature and the fact that there are no major air pollutants and unpolluted nature, as well as nutrition as an advantage within healthy domestic products and lower living costs, since Žumberak is traditional agrarian region. The advantage of Žumberak is that it is located near Zagreb and other smaller cities, which could become markets for the sale of agricultural products. Weaknesses in Žumberak are numerous, but the most important ones relate to the population. Demographic the indicators are extremely bad. Strong depopulation has been going on for



decades, and currently the majority of the population is old, there is a lack of young and active population, and it is level poor education. The traffic road network is extremely bad, which can be seen from the weak demographic density of the road network, which is extremely high even with a small population. There is no settlement in Žumberak that is less than 20 minutes away from the city. That is also a weakness that there are no shops in the area of Žumberak, and there are only two regional schools from 1st to 4th grade, in Kostanjevac and Novo Selo Žumberačko. The main opportunities in Žumberak are research, development and innovation, valorisation of heritage and other comparative advantages, as well as the EU funding opportunities. The main threat for Žumberak is certainly demographic decline and extinction population. The current demographic situation of Žumberak has already been described in detail population, and if this problem is not taken seriously in the near future, soon it may be too late for any rescue measures. Ignoring and not investing in the existing one road network also creates a danger of future even worse connections with Žumberak surrounding cities and towns. A complete SWOT analysis of Žumberak strengths, weaknesses, opportunities and threats is presented below (**Table 1**).

Table 1. SWOT analysis of natural/cultural heritage sector – protected pilot area Žumberak

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Favourable geographic position and area • Preserved nature, unique ecosystem, biodiversity and wildlife • Proximity of urban areas • Proximity of potential agricultural markets • Potential for tourism, agriculture and other market areas 	<ul style="list-style-type: none"> • Bad demographic indicators and overall demographic situation - old population, low level of available education, insufficient number of young and active population • Lack of coordination among local people and low involvement in tourism • Lack of specific and high-



<ul style="list-style-type: none"> • The local people strongly support the need for sustainable and responsible tourism • Variety of cultural and natural heritage sites • Established reputation of a unique ecomuseum and heritage area • Cooperation and implementation of projects with other public institutions for the purpose of natural and cultural heritage preservation and valorisation, such as project PRONACUL • Existence of quality infrastructure, such as Sošice Visitor Centre • Vast potential for tourism products and educational content • Potential for research, development and innovation 	<p>quality tourism infrastructure</p> <ul style="list-style-type: none"> • Lack of strategies to ensure the promotion and marketing of nature-based tourism • Seasonality of tourism • High rate of inflation and unstable domestic economy which is unfavourable for tourism development • Lack of funding and investments for heritage preservation, scientific research, education and tourism development • Lack of overall awareness about biodiversity and heritage preservation • Lack of research, development and innovation
<p align="center">OPPORTUNITIES</p>	<p align="center">THREATS</p>
<ul style="list-style-type: none"> • Favourable geographic position and area - proximity to urban areas and tourist-generating neighbouring countries • Significant share of land for agriculture exploitation • Nature-based and culture- 	<ul style="list-style-type: none"> • Further demographic deterioration and extinction of the original Žumberak population • Future deterioration of the road network in case of neglected development and lack of investment • Potential negative cultural,



<p>based tourism development</p> <ul style="list-style-type: none"> • Development of new tourism products in line with and heritage • Involvement of local people in decision making, planning and participation of the community • Sustainable preservation of natural ecosystems and efforts to decrease negative environment and climate impacts • Strengthening education, marketing and communication activities to attract younger generations • Potential for development of various tourism types • EU funds for financing of projects co-financed by the EU • Certification of the park and its tourism products as a destination for sustainable tourism • Growing interest in ecologically preserved areas and the development of ecotourism, organic agriculture, traditional crafts and heritage 	<p>natural, heritage, climate and environmental impacts without focused effort for sustainable tourism development and preservation of natural and cultural heritage</p> <ul style="list-style-type: none"> • Intensification of inflation and economic crisis • Overconsumption of natural resources • Overconcentration of tourism activities leading to degradation of ecosystems • Degradation of existing tourism infrastructure, due to lack of investment and engagement • Underdevelopment and low quality of tourism and inability to follow trends, non-existent new and/or updated tourism infrastructure, and/or insufficient and/or low quality of tourism infrastructure, Underdevelopment and low quality of tourism
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Municipality of Raška – Serbia

Based on an overview of all natural and created conditions and an analysis of the potential and limitations in the scope of the Spatial Plan, the positive and negative sides of the protection and development of the special purpose area, for which a swot analysis was given, were summarized.



<i>STRENGTHS</i>	<i>WEAKNESSES</i>
<ol style="list-style-type: none"> 1. Unique preservation of the natural environment with great opportunities for ecotourism. 2. Very valuable cultural heritage such as churches, monasteries, old districts and marketplaces. 3. Strategic position between two major cities that make it an ideal base for visits to destinations in either direction. 4. Hosts many festivals, celebrations and events throughout the year. 5. Numerous resorts along the shores of the local lakes and rivers 6. Excellent view of the protected heritage landscapes 7. Local people are very hospitable, with strong local traditions, food, music and culture. 8. High potential for outdoor activities and adventure sports 9. Favourable weather conditions and natural landscapes ideal for eco-tourism, adventure and nature-based tourism 10. Presence of organisations offering holiday and educational services in the region 	<ol style="list-style-type: none"> 1. Lack of active source of promotion and advertising of the tourism offer. 2. Poor transport infrastructure and network connections. 3. Lacks large-scale tourism enterprises such as hotels, restaurants, shopping stores that could attract more visitors. 4. Low accessibility to some of the attractions and sites. 5. Insufficient investment in the area's tourism infrastructure. 6. Low level of development of services related to entertainment, recreation and leisure activities. 7. Lack of online communication channels and digital promotion activities. 8. Restricted and fragmented agricultural lands in the area due to foreign ownership and use. 9. Limited educational and training opportunities in the area 10. Inefficient marketing strategies to promote the district's potential
<i>OPPORTUNITIES</i>	<i>THREATS</i>
<ol style="list-style-type: none"> 1. Opportunities to develop rural and cultural tourism. 	<ol style="list-style-type: none"> 1. Low awareness and lack of knowledge about the district's tourism potential



<p>2. Support of government and regional initiatives to develop sustainable tourism in the district.</p> <p>3. Promotion of green tourism activities, such as bird watching, walking trails, cycling and mountain activities.</p> <p>4. Development of initiatives and activities that encourage young people to participate in local and regional development projects.</p> <p>5. Expansion of existing tour markets and attracting more international visitors.</p> <p>6. A growing number of online tourism booking sites, which provide easy access to the district's accommodation and attractions.</p> <p>7. Potential to participate in cross-border cultural and educational activities.</p> <p>8. Increasing importance given to national parks and protected areas.</p> <p>9. Ability to use innovative new technologies to enhance the visitor experience.</p> <p>10. Possibilities to organize large-scale events such as sports and sporting events, expos and fairs.</p>	<p>among outside visitors.</p> <p>2. Obsolete and underdeveloped hotel infrastructure.</p> <p>3. Overlapping of services between neighboring areas.</p> <p>4. Impact of the global economic and political environment on the development of tourism.</p> <p>5. Presence of cheap, low-quality tourism packages that compete for consumer attention.</p> <p>6. Lack of investments in the development of quality and innovative touristic products.</p> <p>7. Environmental pollution due to usage of resources with improper management.</p> <p>8. Poor environmental practices, such as non-sustainable use of water resources.</p> <p>9. Low level of awareness among citizens about the need to value their heritage and environment.</p> <p>10. Emergence of novel diseases that can affect tourism activities.</p>
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Metropolitan City of Bologna – Italy

The analysis focuses on natural and cultural heritage sites of the metropolitan area and aims at identifying Strengths, Weaknesses, Opportunities and Threats.

The main strengths to be exploited refers to the number and richness of cultural and natural heritage sites within the metropolitan area, also favoured by the

interconnection and openness of the territory, as well as the strong orientation towards the development of a sustainable tourism offer by local actors and organizations. In addition, based on the results of the common methodology analysis, the area has ranked a medium cultural, natural and tourist values, with all the parameters considered in the analysis close to high.

The opportunities to be seized are related in particular to the role of cultural and creative industries as key strategic actors for the development of a sustainable and experiential tourism offer at local level, which could in turn support new entrepreneurship and the creation of new job opportunities in the CCIs sector.

In addition, due to the largeness and geomorphological diversity characterizing the metropolitan area, and specifically to the high number of cultural sites, including minor one in term of size (e.g. small museum located in rural and mountain areas of the territory, including the Bolognese Apennines district) the definition of a digital strategy for the tourist sector in the metropolitan area could bring numerous opportunities and advantages (e.g. allowing longer hours opening for minor cultural sites located in rural and mountain areas through remote control and smart tickets).

Additional opportunities identified includes new forms of financing for the tourism sector, together with the increased attention to environmental issues that can be positively affected through the development of sustainable tourism. More specifically, tourism can provide benefits for local economies including diverse employment opportunities, support for the promotion of cultural authenticity and assets, opportunities for innovative small-scale business operations, and support for infrastructure-related development and maintenance.

On the other hand, the planning of interventions must consider the fact that the metropolitan area is vast and complex, with different needs among territories, and consider the main points of weakness, including: a poor knowledge of possible applications of the new technologies among decision makers and cultural operators; the lack of strategy to valorise smaller cultural institutions located in rural and mountain areas.

Furthermore, policy recommendations will need to address the main threats identified, such as the possibility of new pandemics in future; depopulation of rural and



mountain areas; the concentration of the tourism flow in large cities, as well as the unexploited potential of CCIs as key stakeholders for sustainable tourism development; and finally, the lack of specific capacity building programme targeting at CCIs in the tourism sector.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - Rich in cultural and natural heritage sites; - Open and interconnected area; - Strong orientation toward the development of sustainable tourism by local actors; - The area has medium cultural, natural and tourist values: all the parameters of the common methodology analysis are close to high. 	<ul style="list-style-type: none"> - The area is wide and complex with wide diversity and needs among territories of the whole metropolitan area; - Limited use of new technologies e.g. to promote tourism products; - Poor involvement/lack of strategy for the valorisation of smaller cultural institutions e.g. museum in rural & mountain areas; - Some sites have a lack of infrastructure and maintenance according to the common methodology analysis results.
OPPORTUNITIES	TREATS
<ul style="list-style-type: none"> - Expansion of CCIs activities in natural-cultural heritage and sustainable tourism sectors; - Digitalization of tourism sector and utilization of technological infrastructures for the networked management of the sites; - Great attention on 	<ul style="list-style-type: none"> - Uncertainty due to possible pandemics or new waves of Covid-19; - Depopulation of rural and mountain areas; - Tourism competition among and with major cities; - Unexploited potential of CCIs as key stakeholders for sustainable tourism



<p>environmental sustainability that facilitates sustainable tourism;</p> <ul style="list-style-type: none"> - Introduction of alternative financing models; - The sites could significantly improve its position on the global tourism market according to the common methodology analysis results. 	<p>development;</p> <ul style="list-style-type: none"> - Lack of specific capacity building programme addressing CCIs in the tourism sector;
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Centre for the promotion of entrepreneurship Piran Ltd – Slovenia

Strengths, Weaknesses, Opportunities and Threats Analysis (SWOT) is one of the most commonly used methods in strategic planning, assessing internal and external factors at four levels: strengths, weaknesses, opportunities and threats.

STRENGTHS	WEAKNESSES
<p>FROM A MANAGEMENT PERSPECTIVE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> the park has an operator, <input type="checkbox"/> employees have passed the exam for nature conservation wardens, <input type="checkbox"/> collective brand. <p>FROM A LOCATION PERSPECTIVE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> unique and preserved nature, <input type="checkbox"/> favourable and attractive location (sea, proximity to towns) and climatic factors, <input type="checkbox"/> accessibility, <input type="checkbox"/> preserved and rich cultural heritage and historical legacy, <input type="checkbox"/> part of the European Natura 2000 network, <input type="checkbox"/> the potential for the development of soft, experiential tourism, <input type="checkbox"/> the possibility of cross-border cooperation (absorption of European funds). <p>FROM A LOCAL ENVIRONMENT PERSPECTIVE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> preserved traditional activities of the local population. 	<p>FROM A MANAGEMENT PERSPECTIVE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> the worsening of conditions in parts of the natural environment, <input type="checkbox"/> weak staffing of the operator, <input type="checkbox"/> problems of effective monitoring, <input type="checkbox"/> unsolved anchoring problems. <p>FROM A LOCATION PERSPECTIVE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> wild waste landfills, <input type="checkbox"/> modification of cultural heritage features (especially cultural landscapes), <input type="checkbox"/> attractive location, <input type="checkbox"/> mass tourism, <input type="checkbox"/> fragmentation of land ownership is a barrier for larger farmers and thus for the preservation of agriculture as the primary activity of the interested population, <input type="checkbox"/> seasonality of visit, <input type="checkbox"/> missing/poor park and other (traffic signals, car parks, public transport) infrastructure. <p>FROM A LOCAL ENVIRONMENT PERSPECTIVE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> disconnection of local suppliers and poor marketing of products, <input type="checkbox"/> low interest in the collective brand.



OPPORTUNITIES	THREATS
<p>FROM A MANAGEMENT PERSPECTIVE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> diverse ways of presenting nature, <input type="checkbox"/> soft, value-added adventure tourism. <p>FROM A LOCATION PERSPECTIVE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> all-year-round visit, <input type="checkbox"/> Strunjan is also recognised by the Slovenian public as a "natural value". <p>FROM A LOCAL ENVIRONMENT PERSPECTIVE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> locals are mostly in favour of the park, <input type="checkbox"/> sustainable, ecological agriculture and agro-tourism, <input type="checkbox"/> the landscape park as a promoter of sustainable tourism in the wider coastal area, <input type="checkbox"/> educational activities for the local community and visitors. 	<p>FROM A MANAGEMENT PERSPECTIVE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> uncontrolled visit, <input type="checkbox"/> inadequate regulation of visits to the marine part of the park. <p>FROM A LOCATION PERSPECTIVE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> overbuilding of the park and its immediate surroundings due to inadequate spatial planning, <input type="checkbox"/> increasing mass tourism, <input type="checkbox"/> small size. <p>FROM A LOCAL ENVIRONMENT PERSPECTIVE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> intensive agriculture and the development of other unsustainable and non-traditional activities that have a negative impact on nature and the landscape, <input type="checkbox"/> the abandonment of traditional activities (including the disinterest of younger generations in preserving them), <input type="checkbox"/> change in the population structure, <input type="checkbox"/> unregulated anchorages in the Gulf of Strunjan.

The park's key strengths are its preserved nature and its favorable and attractive location, which allows for the development of soft adventure tourism. The good accessibility of the park and its location next to mass tourist centres are disadvantages, as they cause a high environmental impact from visitors, especially in the summer months. For this reason, the municipality has set up and organised a free shuttle bus for the summer months, which offers free transport from the car park to the main beach for the visitors of the park. Traditional agricultural activity is also important for the preservation of the park's landscape, but should be strengthened by better networking of local producers of products, which should also be encouraged among the younger generations, enabling them to compete successfully on the market under the park's brand.

5. Targets of the strategy on transnational, national, regional and local policies improvements

Based on the strategy vision of the PRONACUL project, six (6) concrete long-term goals have been identified at the transnational, national, regional, and local levels, which should be achieved within 3-5 years, while also being replicable and transferable among PRONACUL partners and external stakeholders.

6.1 Valorization of the tourism product and diversification of the tourism offering

This section is dedicated to the steps that need to be taken at aforementioned target-levels in order to assign a higher value and comparative advantages at the tourism offering of the pilot areas.

Regional Development Agency Zasavje – Slovenia

According to the statistics, tourism development in Zagorje ob Savi is within the initial phase since natural and cultural values have not been used in best way. Within the Zasavje Regional Development Plan the best potential for further development is indicated within the segment of industrial heritage tourism. The most potential is shown in promotion and development of the content of Zagorje mining museum.

The common strategy to foster the development of sustainable tourism in the protected area of the Zasavje region including Zagorje ob Savi has been already developed during a participatory project Natura 2000 – tourism attraction of Zasavje when the first Operational programme (OP) for tourism development for the Zasavje region was elaborated. The OP defines six objectives:

- Establishment of regional destination organization,
- Common marketing strategy concept,
- Development of the common brand and its standards,
- Tourist products and their marketing,
- Capacity building of key personnel,
- Analysis, establishment of common information system.

In pre-pandemic period appx. 4.000 visitors each year visited the site. The reason also lies in the fact that the Museum was open 6 days a week, and a person was employed in it who took care of the development, promotion and management of the museum. The main target groups of visitors were the elderly and children.

The development potential of the Mining museum Zagorje lies in connecting or supplementing its contents into tourist products together with guided tours of other cultural values and natural attractions of the municipality of Zagorje ob Savi.

Natural values, in addition to Natura 2000 areas, in the municipality of Zagorje ob Savi need to be linked/connected into a common tourist product, the contents of which will be adapted by different target groups. The content of tourist products must be designed in such a way that they also include sports tourism (cycling, hiking). Active leisure time is very popular among different target groups. The Mining Museum is located next to the cycling track, which is named after the cycling champion Primož Roglič. With appropriate promotional support, the bike path can become one of the main sports tourism products of the municipality of Zagorje ob Savi, and the Mining Museum one of the main tourist attractions within all tourism products.

The diversity of the tourism offer of Zagorje ob Savi must also be included in the preparation of an integral tourist product, which will include an offer of excursion and organic farms, visits to Natura 2000 areas and tours of cultural values and sports activities (cycling, water sports along the Sava river,...).

To overcome the main challenges connecting natural and cultural values into common and integrated tourist products RDA Zasavje already implemented needed steps and activities within the PRONACUL project:

- Purchase of electric tourist bus which connect six Natura 2000 areas in Zagorje ob Savi and the Zagorje mining museum,
- Common visual identity of the pilot sites within PRONACUL project,
- Project leaflets, press releases, press conferences, tourist fair visits,
- Virtual chamber, Best practice transfer to the West Balkan countries.

LAG Eastern Venice – Italy

Tourism, as highlighted above, represents both a strength and a weakness for the Eastern Veneto area at the same time: while the coastal strip hosts tourism that is continuously growing, reaching from year to year – even after the pandemic – numbers that place it in the national top ten, the hinterland, on the other hand, cannot be considered a real and proper destination, neither taking individually the Municipalities or micro-agglomerations with similar naturalistic-cultural characteristics, nor as a single destination, being however absent a homogeneous brand and integrated that promotes internal areas. While on the one hand the coast suffers from the risks of the "tourist monoculture" and extreme seasonality, the hinterland suffers from the difficulty of establishing itself as a destination.

Always keeping in mind the 2030 agenda of the United Nations which defines the 17 objectives of Sustainable Development, it is possible to identify, among the many possible ones, some measures of potential effectiveness for the territory in terms of diversification of the offer and enhancement of the tourist product.

In particular in the United Nations Agenda, sustainable tourism is explicitly mentioned in three goals (8: *“Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”*; 12 *“Ensure sustainable consumption and production patterns”*; 14 *“Conserve and sustainably use the oceans, seas and marine resources for sustainable development”*), but this sector can contribute to all objectives.

We must also keep in mind the definition of sustainable tourism of the World Tourism Organization (UNWTO), or *“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”*.

At the regional level, Veneto, the first tourist region in Italy, has been pursuing the improvement of regional policies for decades, in integration with national and European ones. With reference to the new legislative package on regional cohesion policy 2021-2027, which is designed in full compliance with the European one, measures are envisaged, with a budget of around €90 million, which focus on enhancing the role of

culture and tourism in economic development, for social inclusion and innovation in communities.

Rijeka Tourist Board – Croatia

Steps that need to be taken at aforementioned target-levels in order to assign a higher value and comparative advantages at the tourism offering of the pilot areas, and in the function of development of smart, responsible and sustainable tourism as well as preservation of natural and cultural heritage, are as follows:

- Development of a leading working group for the purpose of implementing the Strategy on transnational, national, regional and local policies improvements
- Development of thematic working groups for the purpose of implementing the existing strategic frameworks on transnational, national and regional levels, within each sub-type of tourism (cultural tourism, natural tourism, rural tourism, active tourism, sport tourism, health tourism, gourmet tourism)
- Organization and implementation or regular coordination between working groups
- Implementing both bottom-up and up-bottom approach
- Vertical and horizontal networking of relevant stakeholders
- Development and implementation of strategic framework, for each sub-type of tourism
- Ensuring complementarity of working groups and strategic framework
- Implementing continuous educational activities for all key stakeholders
- Continuous coordination, monitoring and evaluation of activities, progress and overall effect
- Continuous monitoring of new trends in the field of cultural and natural heritage
- Implementation of multidisciplinary, holistic, inclusive and integrative approach



- Development of new projects for the development of new/improved tourism products and/or infrastructures in the function of tourism, such as accommodation, tourism content and other supporting infrastructure
 - Integration and absorption of EU funding with new projects for the development of new/improved tourism products and/or infrastructures in the function of tourism, such as accommodation, tourism content and other supporting infrastructure
 - Promotion of EU Policies and EU funding for the purpose of their integration in new projects for the development of new/improved tourism products and/or infrastructures in the function of tourism, such as accommodation, tourism content and other supporting infrastructure
 - Organization of educational events, coordination events, vertical and horizontal networking events for policy makers, tourism value chain actors, and all relevant stakeholders
 - Development of a communication strategy and action plan, and its implementation

Ilia Chamber – Greece

The regional unit of Elis needs to add comparative advantages to the offered tourism product by enhancing its tourist identity through experiences, ideally supported by digital media, in order to "craft" everlasting, tailor-made, unique experiences to the visitor. Global trends indicate, that tourist destinations around the world are increasingly placing an emphasis on atmosphere, narration, lighting, exploitation of rest areas, and interventions that promote the natural and cultural environment, thus this is the direction the project needs to follow with reference to the regional unit of Elis.

Entrepreneurship and Business Association LiNK - Bosnia and Herzegovina

In this context, it is necessary to approach the further arrangement of tourist destinations, the creation of joint offers, the organization of various events and the promotion of the localities themselves. Special attention should be paid to developing the capacity of municipalities and cities to manage the development of tourism, i.g. to develop

the capacities of the tourist board and tourist agencies and businesses and individuals operating in the mentioned localities.

Stećci can open new tourist doors. The countries of the Western Balkans (BiH, Montenegro, Serbia, Croatia) can offer new tourist products to the tourist market, such as: "Days of the Stećaks", "History of the Stećaks", "Trails of the Stećaks", "Photo Exhibitions". stećak", „Art of stećak", „Epitaphs - literature of stećak".

These tourist products can be realized on tourist markets in all countries of the Balkans, the EU and the world. These new tourism products can significantly improve several types of tourism in Bosnia and Herzegovina and other countries: cultural, historical, ecological, rural, congress and event tourism.

In order to achieve abovementioned it is necessary to establish cooperation between all relevant stakeholders, to ensure institutional support and to expand and develop business sector which will enrich the offer.

University of Novi Sad, Faculty of Sciences – Serbia

For the purpose of determining the preferences of Serbian tourists, a survey to calculate the Importance factor (Im) for all 35 subindicators in the assessment model (the survey was administered among Serbian tourists from January to March 2022) was carried out online. A total of 172 respondents were included in the survey through a snowball sampling approach. The results for the Im values are presented in the table below:

Table 1. The Im values for Serbian tourists for each subindicator in the assessment model

Indicators/Subindicators	Importance factor (Im)
Cultural values	



Rarity	4.09
Historical value	4.29
Social value	3.90
Number of visually attractive places	3.88
Landscape and nature in the surrounding area	4.68
Current state / degree of reconstruction	3.79
Protection level	3.80
Vulnerability	3.70
Carrying capacity	3.96
Natural values	
Rarity	4.26
Number of visually attractive places	4.00
Landscape and nature in the surrounding area	4.54
Current state	4.06
Protection level	4.00
Vulnerability	3.85
Carrying capacity	4.02

Tourist values	
Accessibility	3.97
Additional natural values	4.05
Additional anthropogenic values	3.87
Vicinity of emissive centers	3.15
Vicinity to larger tourist centers	3.13
Vicinity of important roads	3.82
Promotion	3.59
Organized visits	3.13
Vicinity of visitor centers	3.29
Interpretive panels and content	3.89
Visitor number	2.79
Tourist infrastructure	4.27
Tour guide service	3.88
Accommodation service	3.94
Restaurant service	3.87
The degree of involvement of the local population in tourism	3.82

Proximity of the site to an existing tourist route	3.55
Suitable for special needs	3.05
Site maintenance and arrangement	4.42

Based on the values of the importance factor, Serbian tourists consider historical values, rarity and the landscape and nature in the surrounding area as the most important when visiting cultural heritage sites. When visiting natural heritage sites, the most important elements are also the landscape and nature in the surrounding area, current state of the site as well as the rarity of the site. When it comes to tourist values, the most important are tourist infrastructure, additional natural values and site maintenance and arrangement.

Based on the importance factor and the assessment carried out by the project team, the results indicate that the Fruška gora monasteries have the highest cultural values mainly due to their historical and social significance.

However, when it comes to tourist values, wineries have the highest scores mainly because of their infrastructure, accommodation, and restaurant services as well as promotional activities which are at a much higher level than the monasteries. Looking at the natural heritage sites, we can notice that the Fern Valley and Debeli Cer Quarry have the highest natural values but the lowest tourist values. This means that both of those sites possess the natural values and potential for tourism, but they are however neglected when it comes to tourist promotion, infrastructure, accommodation and catering facilities. Future tourism development should focus much more on these two sites as they are among the most attractive. Given the fact that Serbian tourists consider Landscape and nature in the surrounding area as one of the essential motives when choosing their destination, these two sites should receive much more attention in future tourism planning. Looking at the final results for the entire pilot area (destination), we can notice that Fruška gora National Park currently has medium natural, cultural and tourist values, and

therefore further tourism development should be focused towards improving the tourist values of the identified natural and cultural heritage sites, in accordance with the importance factor and the appropriate market segments.

Institution “Agency for Development of Small and Medium Enterprises of City of Trebinje” - Bosnia and Herzegovina

When it comes to the valorisation of the tourism products, the first step is the identification of cultural and natural heritage which has the potential in tourism and assessment of its potential in terms of tourism. While this is the regular practice in more developed countries, only general estimations are being done in BiH while these activities use to be conducted locally. As for Nature Park Orjen, this is something that is mostly done within previous period, but some fine modifications and adjusting to regional and EU standards need to be acquired.

Diversification of tourism offer would be the next step in tourism development of certain area in terms of its content’s variety and quality, in order to valorise potentials in a good way. It is important to identify key institutions and organizations which can contribute to diversification of tourist offer taking into consideration potential users (nature lovers, mountaineers and adventurers in general, youth, senior citizens, etc.) and places they come from (domestic and foreign tourists including their financial power). Promotion and good marketing are very important in these processes.

At local level, and bearing in mind Trebinje as a part of wider region, potential for heritage valorisation in tourism of this geographic area has some significant advantages:

1. Cultural heritage authenticity, but also its diversity strengthened by local identity;
2. The high degree of ecosystems and landscapes diversity, as well as certain natural and geographical connections (e.g., karst and the rich water potentials);
3. Uniqueness of cultural diversity, with local, Roman, Ottoman and medieval testimonies (unique tombstones);
4. Opportunities based on rural historical and archaeological links and heritage, which can easily be associated with itineraries that connect the area to the coastal zones (Adriatic);

5. Local events that could become points of reference in promotion of national and international tourism.

Park of Nature Orjen represents a great potential for development of various types of outdoor and active tourism aimed at enrichment and diversification of tourist offer. Existing forms of outdoor tourism and those which for which basic natural and other preconditions already exist, are numerous (Hiking, mountaineering, free climbing, cycling, kayaking/canoeing, paragliding, agrotourism...). To make it real opportunity, they need supporting initiatives for additional enrichment of contents and corresponding services.

The most attractive parts of Orjen are located in the second zone of protection, where new tourist facilities and services can be introduced. Such actions need to be communicated and performed in close cooperation with institutions dealing with preservation and protection of natural heritage and considering highest possible levels of environment protection.

Despite basic infrastructure already exists in the area of Nature Park, some infrastructure improvements are needed in order to ensure good preconditions for further development of tourism. It would include additional arrangement or reconstruction of access roads, introduction of new services such as signalization, resting places, via-ferratas..., ensuring availability of more sanitary facilities for visitors, possible hospitality facilities offer etc, everything that would enable recreation activities and tourism.

Encouraging scientific and educational activities for longer period and raising public participation in environmental protection should follow aforementioned steps and objectives.

Zagreb County Tourist Board – Croatia

Steps that need to be taken at aforementioned target-levels in order to assign a higher value and comparative advantages at the tourism offering of the pilot areas, and in the function of development of smart, responsible and sustainable tourism as well as preservation of natural and cultural heritage, are as follows:

- Development of a leading working group for the purpose of implementing the Strategy on transnational, national, regional and local policies improvements



- Development of thematic working groups for the purpose of implementing the existing strategic frameworks on transnational, national and regional levels, within each sub-type of tourism (cultural tourism, natural tourism, rural tourism, active tourism, sport tourism, health tourism, gourmet tourism)
 - Organization and implementation or regular coordination between working groups
 - Implementing both bottom-up and up-bottom approach
 - Vertical and horizontal networking of relevant stakeholders
 - Development and implementation of strategic framework, for each sub-type of tourism
 - Ensuring complementarity of working groups and strategic framework
 - Implementing continuous educational activities for all key stakeholders
 - Continuous coordination, monitoring and evaluation of activities, progress and overall effect
 - Continuous monitoring of new trends in the field of cultural and natural heritage
 - Implementation of multidisciplinary, holistic, inclusive and integrative approach
 - Development of new projects for the development of new/improved tourism products and/or infrastructures in the function of tourism, such as accommodation, tourism content and other supporting infrastructure
 - Integration and absorption of EU funding with new projects for the development of new/improved tourism products and/or infrastructures in the function of tourism, such as accommodation, tourism content and other supporting infrastructure
 - Promotion of EU Policies and EU funding for the purpose of their integration in new projects for the development of new/improved tourism products and/or infrastructures in the function of tourism, such as accommodation, tourism content and other supporting infrastructure

- Organization of educational events, coordination events, vertical and horizontal networking events for policy makers, tourism value chain actors, and all relevant stakeholders
- Development of a communication strategy and action plan, and its implementation

Municipality of Raška – Serbia

For the residents of Serbia, the area of Stari Ras represents one of the symbols of the national Middle Ages as a kind of cradle of Serbian statehood. From the mid-12th century and throughout the 13th century, the Ras area was at the heart of the Serbian medieval state. The majority of the corpus of cultural heritage of the Middle Ages of the Republic of Serbia originates from this area and consists of settlements, churches, monasteries, necropolises, fortresses, etc. When presenting the cultural goods from this area, one must immediately distinguish the spatial cultural-historical entity of the Monument Area of Staro Ras. According to the study, Serbian tourists consider historical values and sights as the most important motivation for visiting cultural heritage sites. Churches and monasteries from this part of Serbia have the greatest cultural value, mainly due to their historical and social significance. Ottoman legacy, most visible in the spatial cultural- historical entity of Novopazarska fortress with old bazaar and the complex around Altun-alem Mosque, attracts special attention of visitors. Archaeological sites are not adequately presented and invisible in the tourist offer. Although they possess a very rich and valuable collection, museums are not sufficiently visited.

One of the important motives for choosing a tourist destination is attractive locations of natural heritage. The most important elements for this type of selection are pristine nature, impressive landscapes and autochthonic rarities of natural phenomena. The key factors for the development of tourism are the mountains of Kopaonik, Golija, Jošanica Spa with its natural sources. The entire area is endangered by uncontrolled construction which destroys the whole area of protected natural environments. Decision makers should pay much more attention to the preservation of natural environment, landscapes in the future planning of building objects.

A major factor that attracts a large number of tourists to this part of Serbia is sport,



especially during the winter months. Serbia's largest ski centre, with perfectly prepared tracks, provides endless pleasure to all categories of skiers, from beginners to advanced skiers. The Kopaonik Ski Centre covers more than 64 km of ski slopes and tracks for Alpine and Nordic skiing. For the lovers of night skiing, the centre itself is illuminated with the slopes of Pančićev vrh, Karaman greben and Malo Jezero. For the youngest skiers and other beginners who make their first ski steps, there are three secure “ski kindergartens” with moving tracks that make it easier to master basic skiing skills. The modern approach imposes the need to provide, in addition to the basic tourist offer of sports and recreation skiing in winter months and hiking tours during the rest of the year, a tourist tour content based on cultural heritage. Tourist tours will surely contribute to the further development of tourism infrastructure, regular maintenance and arrangement of tour sites.

The application of the most advanced digital technologies enables the tourist content to be more interesting and complete by visualizing it on the phone or tablet screen, overcoming potential shortcomings of the destination. This narrative presentation is raised to a higher level, and the explanation of events, persons or places is accompanied by visual content that evokes the feeling of the epoch for the tourists. Technology provides the opportunity to exchange content between tourist worker and tourist on the spot directly. Advanced technologies that record the highest growth in the tourist offer are essential to the modern presentation of the tourist offer. Rural tourism in Serbia contributes to the preservation of the rural environment and cultural heritage, as well as economically motivating the local population to stay, live and work in the village. This type of tourism could significantly contribute to nature conservation, but also provide resources for the survival and development of the village. According to experiences and market trends, the offer of these tourist households will include accommodation with a program of stay and visit to natural and cultural-historical sights, as well as organization of various sports and recreational activities. The offer of these guesthouse is characterized by pleasant accommodation and specifics of the municipality of Raska. The tourists are offered a variety of activities: presentations of specific architecture, old customs and celebrations, gastronomy of specific old crafts, organization of excursions, visiting rural idyllic landscapes (valleys, mountains, lakes, rivers, natural endemics, etc.).

We suggest concrete measures that will contribute to the development of sustainable tourism in Raški District:

- Enhancing and revitalizing the cultural and historical monuments in the Raški District
- Positioning the Raški District through promotional activities, as an exceptionally high quality tourist destination in all segments of tourist offer, with an emphasis on cultural-historical heritage, spa tourism and gastronomy;
- Developing a local marketing plan and an action plan with an emphasis on digitization of tourism, the application of new technologies and technological solutions;
- Improving tourist signalling
- Enhancing and adapting transport infrastructure with pedestrian and bicycle paths to the main tourist destinations;
- Projects for the improvement and preservation of intangible cultural heritage as a tourist resource: gastronomy, old crafts, folklore, traditional costume and customs.
- Creating a master plan with an emphasis on natural tourist resources (mountain and spa resorts, lakes, rivers);
- Forming a unified tourist product in order to better brand the presentation of the tourist offer of the Raški District, which includes multinationalism, multiculturalism and multiconfessionalism;
- The local government should, within its competences, make a plan for the cleaning and regular maintenance.

Metropolitan City of Bologna – Italy

The Metropolitan City of Bologna, as explained in detail at par. 5.2, is part together with the Province of Modena of the “Bologna-Modena Tourism Territory” a public-private initiative²³ aiming at defining specific strategies for the development of

²³ In recent years, Bologna and the metropolitan area have assumed the connotations as a tourist destination thanks to a precise development strategy, which has seen, **on the one hand, the public bodies** (Municipality of Bologna, Metropolitan City and the Chamber of Commerce) working in a perspective of cohesion and consultation to define strategies and multiannual guidelines; **on the other hand, private entities**, coordinated within the scope of action of the DMO (Destination Management Organisation), work for the realisation of these projects;

qualitative tourism offers in the area. In recent years and with a growing interest following the Covid19 pandemic, four transversal tourism products have been considered as particularly strategic for creating new offers in the sector²⁴: culture, outdoor active & slow, food and wine, Motor valley. Among these, for the purposes of the Pronacul project, we will focus on the following tourism products only:

- Culture (valorization and promotion of UNESCO's protected heritages; valorization of ancient villages in mountain and rural areas, well known as "Borghi", with their castles, natural beauties, etc.);
- Outdoor active&slow (promoting cyclo-tourism & trekking options to enjoy natural heritages; exploitation of tourism options available in the area during the snowfall season);

The strategy proposed aims at building further on this integrated vision of the territory, as well as to implement a joint promotional action of available tourism products by involving key stakeholders from the private sector too. These can in turn support the recovering of the sites and enhancement of cultural and environmental heritages, but also create the basis for "green" economy creation and enterprise development in rural and mountain areas, as well as to foster the development of experiential and sustainable tourism offers in the metropolitan area.

Aiming at ensuring higher value and comparative advantages of "Culture" and "Outdoor active&slow" tourism products, it will be crucial to strengthen the role of the cultural and creative industries' (CCIs) within the supply chain, by enlarging e.g. the existing network of operators involved: attracting CCI operators to establish collaborations in the tourism sector and to make full advantage of their potential contribution in fostering diversified sustainable and experiential tourism offerings.

On the other hands, increased valorisation of natural and cultural heritages can be supported by the use of New Digital Technology and specifically by fully exploiting the potential offered by enabling technologies. As an example, by planning a strategical

²⁴ Bologna-Modena Tourism Territory's Tourism Promotion and Marketing Programme 2023 (PPCT 2023, see also par. 5.2);

investment for the development/adoption of technological infrastructures for networked management of cultural institutions in fragile areas, it could be possible to favour a larger fruition and a broader accessibility to sites, allowing greater accessibility to all the citizens.

Another strategic step is the support toward the creation of sustainable business and new professional activities through capacity building programmes and new form of financing, targeting at innovative cultural-creative & green start-ups, that can actually enhance the diversification of tourism offers (e.g. slow tourism, experiential travelling and tourism, etc.), by contributing at the same time to improve the well-being of local communities and create new job opportunities.

Centre for the promotion of entrepreneurship Piran Ltd – Slovenia

The common strategy to foster the development of sustainable tourism in the protected area has been already developed during a participatory process in 2018. The strategy of sustainable tourism in Strunjan Landscape Park is defined through five landscape territories that compose the Landscape Park Strunjan:

- Marine ecosystem,
- Flysch Cliff,
- Marine lagoon
 - Saltpans
- Cultural landscape.

The basis of the strategy are three main objectives on which park management is also based on:

- 1) nature conservation,
- 2) visitation and
- 3) sustainable development.

Those objectives are defined in an existing 10-year management plan of the park. It may be concluded that the greatest pressure on the environment is exerted in the summer months and that the visits should be limited or at least suitable directed and

managed. In order to plan tourist activities in compliance with the principles of sustainable use, the carrying capacity of the place must be ascertained prior to making any plans. The carrying capacity of a place is an approach that in the long run provides for solid tourist services on the one hand and for preservation of natural resources on the other.

Following negative impacts were identified in the Strunjan Landscape Park (Trampuš, 2002, modified by Jurinčič, 2009):

Negative impacts/Dangers from tourism

Pressures exerted on the environment

- Greater water consumption owing to the increased number of visitors
- Pollution of the sea and other water sources due to rubbish dumping and discharge of oils, fuels and waste water into the sea
- Increased motor traffic and, in turn, increased air pollution and noise
- Excessive trampling of the ground and treading of new paths, which results in loss of habitats and vegetation
- Degradation of the shore and sea owing to the transportation by boats and their anchoring
- Increasing crowds and noise owing to the ever-greater number of visitors
- Increased amount of refuse in the entire area
- Parking in the natural environment due to parking lot occupancy
- Surpassed carrying capacity of the area

Financial pressures

- General increase in prices and taxes owing to the increased demand and thus increased pressures on the local population (diminishing possibilities for the local population to purchase real property)
- Introduction of entrance fees and other financial contributions, and thus creation of new pressures on the local population
- Increased management costs due to increasing number of visits
- Increased conservation and restoration costs due to the increasing number of

visits

Social pressures

- Forbidden access to a certain area
- Construction of buildings on market principles without use of traditional architecture principles and thus loss of the spatial authenticity
- Loss of the local population's ability to participate in decision making
- Forceful introduction of foreign cultures and customs
- Full occupancy of beaches and parking lots

In order to limit these negative impacts some measures were proposed and some of them already implemented (Jurinčič, 2009). As far as visitors are concerned, it was recommended implementation of the procedures that could contribute to a smaller negative impact of the high number of visits on the natural environment and the local population:

- limitation or reallocation of seasonal visit, particularly in the central part of Strunjan Nature Reserve;
- limitation of the number of bathers and anchoring vessels in the Reserve;
- setting up of info centre in Strunjan Landscape Park;
- providing of guided tourist visits;
- setting up of gates/barriers at places where irregular parking normally occurs, as well as in sensitive/vulnerable areas where regular supervision by nature-conservationist inspectors is taking place;
- supplying more information about the park via fliers, brochures, websites, radio and other means of promotion; and
- systematic awareness building of the local population and tourists about the significance of the park for nature conservation and local development.

Project ProNaCul contributed towards these improvements by:

- Deliverable T1.5.5 Investment program for Natural and cultural heritage preservation in Coastal-Karst region (6 electric bicycles were purchased for the visitor

center of the Strunjan Landscape Park). So far, 6 directional signs have been purchased and installed (1 sign indicating the entrance to the park and 5 signs directing to farms/tourist farms/homestays in the park, which have a local offer). A few more routing tables will be purchased later. A new television was purchased for the visitor center, which will serve to broadcast educational content about the park, as well as 22 chairs for the visitor center.

- Deliverable C.2.2 Project leaflets in English (completed in English language, available in visitors center)
- Deliverable C.2.3 Project leaflets in national language (completed in Slovene and Italian language, available in visitors center)
- Deliverable C.2.4 Promotional packages (completed, available in visitors center)
- Deliverable C.4.1 Press releases (so far 3x)
- Deliverable C.4.2 Appearances in the media (so far 4x)
- Deliverable C.4.4 Advertising (on social media so far 24x)
- Deliverable C.4.5 Direct Marketing (so far 33x)

6.2 Enchantment of collaboration among stakeholders at local / national / regional level

The enchantment of collaboration among stakeholders at the local, national, and regional level regarding the management of natural and cultural heritage sites is essential for their preservation and sustainable development.

At the local level, collaboration among stakeholders such as local communities, organizations and tourism operators can lead to more inclusive and community-driven management of heritage sites. By involving local stakeholders in decision-making processes, their knowledge, traditions, and perspectives can be integrated into conservation efforts, ensuring the sites are managed in a way that respects and benefits the local communities.

On a national level, collaboration among government agencies, heritage

authorities, academia, and non-governmental organizations is crucial for the effective protection and promotion of heritage sites. By working together, stakeholders can develop comprehensive management plans, implement conservation measures, and monitor the sites to ensure their long-term sustainability.

At the regional level, collaboration among neighboring countries or regions with shared heritage sites can lead to transboundary conservation initiatives and promote cross-border cooperation. By pooling resources, expertise, and efforts, stakeholders can address common challenges, such as illegal trafficking of cultural artifacts or habitat fragmentation, and develop joint strategies for the sustainable management of heritage sites.

Regional Development Agency Zasavje – Slovenia

The synergy of tourism development at the local level in the municipality of Zagorje ob Savi must take place between various stakeholders/target groups who act as the main carriers of the current partial tourism offer. The main stakeholders of the tourist activity in the municipality/region are the local/regional authorities, owners of lodging facilities and restaurants (SMEs), sectoral agencies and various associations, business support organizations, craftsmen and individuals with various skills.

In the past, the development of tourist destinations and the development of institutions that help develop the tourist destination have been shown to be a successful model of tourism development in Slovenia.

The name of the local destination valley could be developed within the framework of the name Zagorska dolina, which is taken care of by the Tourist Center, which was founded by the local community.

The municipality of Zagorje ob Savi must be integrated into the regional tourist destination of Zasavje, under once promoted V tri krasne (Three beautiful gorges) brand.

In the future, the tourist destination of Zasavje will have to connect with neighbouring tourist destinations mainly because of the complementarity of the offer and the gravitational power of neighbouring destinations.

Sustainability of the tourism is the responsibility of all participating in tourism.

Most of the effects of tourism are the result of taken actions by private sector enterprises and by the visitors themselves.

However, there is an obvious need in Zagorje ob Savi for government intervention (on different levels) to take a leading role for a truly significant progress in making tourism more sustainable following action on management of the natural and cultural values on local level. After first needed intervention will be taken, further actions are needed like:

- Regulation and protection,
- Coordination and collective actions,
- Capacity building,
- Investments and incentives,
- Common promotion.

According to the results on the key motivations in Slovenian tourism that form the typical segments of tourists in Slovenia, work with the following target groups should not be neglected. Based on the dominant motive, the target groups are divided into three segment groups:

EXPERIENCE (group type – explorers): adventurers, green explorers, active families, urban conscious;

SOCIALISING (group type – companions): devoted mothers, active nostalgics, carefree youth, urban consumers, social foodies;

TAKING CARE OF YOURSELF (group type – muses): spoiled lovers of beauty, forever young, relaxed escapists.

The acquired information revealed 12 personas of target groups of Slovenian tourism, which differ in their attitude to spending free time, motives and expectations when choosing an individual destination, costs, spending habits etc. The three key motives in determining segments and creating the target groups were experience as well as the concept of socialising and taking care of oneself. The common motive of all three groups is active experiences in pristine nature and sports tourism, so all further development measures in tourism and their promotional activities in Zagorje ob Savi should be focused

on these target groups.

LAG Eastern Venice – Italy

As in the case study of the GIRALEMENE system, collaboration between stakeholders at multiple levels is of fundamental importance for the structuring of a tourist and cultural offer that can cope with the challenges of the markets and time. The model is and must continue to be that of continuous dialogue between local communities, operators, and institutions.

The ideal tool, in terms of strategies and related measures to be adopted, is that of forums and community workshops, in which the territory, understood in its entirety, can express itself, get to know each other, discuss. Through this continuous exchange, all stakeholders will be able to be continuously updated on the activities of the other sectors and, together, compose concrete action proposals for the improvement of competitiveness and networking capacity at various levels: local, regional, transnational, community and global.

The success of an inclusive and resilient tourism model, which goes hand in hand with sustainability, largely depends on the collaboration between the public and private sectors. Therefore, cooperation and dialogue between government, stakeholders and workers' organisations, as well as with other strategic stakeholders along the tourism value chain, at international and local levels, needs to be improved. As for the destination, priority should be given to participatory, inclusive and accessible approaches.

Rijeka Tourist Board – Croatia

The key to enhancement of collaboration among stakeholders at local/national/regional level is building synergies among actors of the cultural/tourism value chain. For this purpose, the following steps are needed:

- Development of the Centre for Integrated Quality Management in Tourism, which will tackle issues, provide network links and strengthen capacities in the field of smart, responsible and sustainable tourism, as well as preservation of natural and cultural heritage

- Formalising collaborations between key stakeholders through formal agreements, such as Memorandums of Understanding
- Development of a leading working group for the purpose of implementing the Strategy on transnational, national, regional and local policies improvements
- Organization and implementation or regular coordination between working groups
- Implementing both bottom-up and up-bottom approach
- Vertical and horizontal networking of relevant stakeholders
- Implementing continuous educational activities for all key stakeholders inside and outside the working groups.

Ilia Chamber – Greece

The real needs of the tourism industry in the regional unit of Elis and the difficulties facing the tourism business must be discovered and explored, so as to define a shared vision for the future of the tourist industry and determine what actions are necessary to bring that vision into fruition.

Identifying the issues at an early stage of collaboration among stakeholders at local, national and regional level is crucial since the cooperation of numerous stakeholder groups with common interests is an efficient element for tourism development and helps to advance a destination toward sustainability.

With reference to the regional unit of Elis, where the economic sector is dominated by family operated SMEs, the participation of interested parties at information and dissemination activities is limited, thus the project needs to find ways of engaging the stakeholders' participation and building a network of synergies and cooperation, which will eventually boost the extroversion of local economy.

Entrepreneurship and Business Association LiNK - Bosnia and Herzegovina

Through joint performances, work on joint projects establishing strong ties that will contribute to the unity, trust, of all actors from local to regional who have the same goals in order to contribute to the development of cultural heritage promotion.



This act would help growing economic growth though strategically promoted touristic offers of dedicated sites. Cultural heritage also helps define a people's sense of identity, is part of its history and can be a source of social cohesion and collective pride.

In addition, it can become a vital economic asset that drives sustainable development. In Bosnia and Herzegovina, as in most developing countries, the relationship between the environment and development remains very unbalanced because of tensions between, and among, all relevant stakeholder groups. These unbalanced relationships are circular and are unlikely to be resolved without more effective collaboration between the relevant stakeholders.

Developing any mutual understanding, by listening to stakeholder views and interests, in order to build a consensus between the stakeholder groups has to be achieved. Nevertheless, more, effective stakeholder participation at different levels move towards greater collaboration between and among the stakeholder groups and could be realized if the identified gaps in operationalizing stakeholder engagement are mitigated.

In the long run ecotourism is seen as promoter of the economic growth and as an antidote to the many issues associated with the longstanding and traditional mass-tourism strategies. For this to be successful, we need careful and meaningful collaboration between relevant stakeholder groups.

Generally, cultural heritage has become, as proven in many cases, a driver for sustainability and this is very we all need to be agreed in order to get progressive and sustainable environment for the future generations.

Still today, conservation heritage actors are sometimes making mistakes in their approach, not securing transfer of authenticity, values and significance, of certain site to future generations. This, of course, is compromising continuation of identity and sustainable development of the local community. But, we are becoming more and more aware of the possibilities how to minimise those risks.

In historic urban contexts, the key factor for the conservation of historic cities as dynamic and living organisms is the integration of conservation and sustainability aims,



policies, actors and tools. The starting point is awareness of the inseparability of the urban planning, conservation and tourism development which must work in tandem.

University of Novi Sad, Faculty of Sciences – Serbia

To achieve objectives of sustainable tourism development in National Park Fruška gora, one of the most important steps is to build synergies among different actors of the tourism value chain at local, regional and national level, particularly between public, private sector and NGOs. The best way to enhance collaboration is to implement the participatory approach in all planned activities related to tourism development. Using a participatory approach means involving different stakeholders, particularly the participants in an action/activity or those affected by a given action/policy, in the development, implementation and evaluation process. A true participatory approach means that everyone's perspective is considered, from local community to policy decision makers. Participatory approach could be achieved through organization of different networking events, such as round tables, workshops, educational events, info days, panel discussions, consultation or working groups, field research, joint tourist products etc. where representatives of different stakeholders should be invited/included. The aim and the scope of these events could be different: raising awareness about different topics (e.g., the importance of implementing sustainable tourism development principles, the importance of preservation of natural and cultural heritage), creation and promotion of tourism products, domestic/foreign investments, improvement of the infrastructure, EU policies and projects, local stakeholders' capacity building etc.

Institution “Agency for Development of Small and Medium Enterprises of City of Trebinje” - Bosnia and Herzegovina

Cultural and natural heritage management, especially when it comes to its valorisation in tourism, involves many stakeholders that should form kind of collaborative network. Even if sometimes can be very hard to activate relationships with all these subjects, horizontal and vertical integration into the network is a crucial challenge that management must face.

Legal framework requires a particular commitment to interact with local, regional and national authorities to carry out any project or action. For tourism development, it is



also necessary to compare and harmonize requirements of local planning with regional or trans-regional strategies, involve local operators and activate public-private partnerships. The latter can be built in innovative ways, including the one which involve active participation of citizens. These “inclusive” partnerships can play a strategic role both for the ability to collect financial support and to maximize socio-economic impact.

Managing local culture and nature preservation is mostly regulated by Laws and local communities should have important role in its implementation. However, the level of autonomy of local communities to adapt regulations to the situation in the field is very limited. For example, in Trebinje, there is a local office of the Republic Institute for the Protection of Cultural, Historical and Natural Heritage but with low potential for decision making and its role is more informative and oriented to monitoring. The need for some mechanisms that could support responsible and sustainable management of cultural and historical monuments and objects as well as natural heritage sites at local level, especially in the context of their tourist valorisation and tourist purpose in general, was identified some time ago. A practical and experiential assumption can be taken that, for the effective protection of a monument or object, especially a valuable area of natural heritage, just protection of positive law is not sufficient, and it needs essential self-responsibility of each individual and the proper relationship of all stakeholders towards that "treasure". Namely, it would be good to define modes of behaviour and those activities which would ensure protection and implementation of tourist valorisation of cultural/historical/ natural heritage, to support the high-quality implementation of laws dealing with this area and contribute to better protection and preservation of the rich heritage of the cross-border area.

When it comes to Nature Park Orjen, there is a possibility of creating an informal network of stakeholders coordinated by a local institution. This organization/body could cooperate with the Center for carst management Trebinje which is in charge of managing of Nature Park Orjen. Other members of this network can be Tourist organization of Trebinje, Mountaineering Society "Wolf's Tooth", Museum of Herzegovina, City of Trebinje, different NGO's dealing with nature conservancy and tourism development, representatives of higher decision-making levels etc. With such approach, networking and

achievement of better coordination and cooperation between bodies at different levels would be significantly improved, all leading towards maintenance and harmony of mutual action.

Zagreb County Tourist Board – Croatia

The key to enhancement of collaboration among stakeholders at local/national/regional level is building synergies among actors of the cultural/tourism value chain. For this purpose, the following steps are needed:

- Development of the Centre for Integrated Quality Management in Tourism, which will tackle issues, provide network links and strengthen capacities in the field of smart, responsible and sustainable tourism, as well as preservation of natural and cultural heritage
- Formalising collaborations between key stakeholders through formal agreements, such as Memorandums of Understanding
- Development of a leading working group for the purpose of implementing the Strategy on transnational, national, regional and local policies improvements
- Organization and implementation or regular coordination between working groups
- Implementing both bottom-up and up-bottom approach
- Vertical and horizontal networking of relevant stakeholders
- Implementing continuous educational activities for all key stakeholders inside and outside the working groups.

Municipality of Raška – Serbia

The tourism sector needs to develop new and more effective responses in order to remain efficient, flexible and capable of maximizing the delivery of public impact and value. Institutions need to strengthen their adaptive capacities in order to successfully face several complex issues such as generational and demographic transformations, changes in public participation and funding, evolution in the heritage technological approach, new ways of development and exploitation of resources, etc. Certainly, developing adaptive capacities is not an effortless task, but it is essential in order to achieve sustainable



development.

Local authorities recognize the cultural and historical heritage as a local/regional tourist resource, and the problem arises when these resources need to be preserved, maintained, restored and exploited. Strategic documents of Plan of Development of Raška municipality, declares 14 cultural properties as immovable cultural property and 8 other registered cultural properties, only two of which are included in the investment plan until 2029. Development plans rely on cultural manifestations that bring short-term and time-limited successes in attracting tourists. Investment in immovable cultural heritage is long-term and stable.

In order to achieve the goals of sustainable tourism development in Raška district, cooperation between the different actors of the tourism value chain at the local, regional and national levels is needed. Special emphasis should be put on the cooperation between public, private sector and local communities.

Regional working bodies with a clear mandate would aim to: develop joint projects between two or more local self-government units, solve administrative problems, organize urban plans taking into account the area as a whole, jointly promote archaeological and memorial sites on the territories, organize networking events, theme events, mutual information, expand contact bases and organize joint tourist tours.

Metropolitan City of Bologna – Italy

In the framework of enhancing collaboration activities at regional level and making tourism promotion more efficient, a practical example is provided by the “Bologna-Modena Tourism Territory” a public-private initiative with planning and programming tasks representing the natural development of a collaborative relationship which began between the two territories of Bologna and Modena in 2017, with the precise aim of responding in an increasingly more efficient way to the demands of tourist markets. The terms of the agreement for the exercise of functions and the modalities for their participation between the two territories were defined through a Convention; based on this first step a common path was then set out for programme sharing and the subsequent valorization and promotion of certain tourism products which have been considered

strategic for the two territorial areas: Food, Motors, White and Major Events²⁵. These years of collaboration have shown the need to strengthen the promotional and commercial integration of the two territorial areas involved, also overcoming the focus on individual tourism products. This process has led to the definition of a new vision of tourism organization to be developed between the Metropolitan City of Bologna and the Province of Modena, in agreement with the Emilia Romagna Region. A parallel evaluation was carried out with the public-private components of the two territorial areas involved, which also shared the need for more structured collaboration. Following this, the Emilia-Romagna Region has defined a proposal for an amendment to LR 4/2016, in order to allow and support the programmatic and organizational evolution of the territory in the field of tourism. On 20/07/2021 the amendment to LR no. 4 of 25 March 2016 was approved, prepared by the Emilia-Romagna Region for the establishment of the Territory Tourism Bologna-Modena through the provision of Article 12-bis. Article 12-bis envisages the possibility for the Metropolitan City, as a Tourist Destination, and for the Province of Modena, - should they consider it strategic - to jointly implement the tourism marketing and promotion schemes as well as the Local Tourism Promotion Plan for the enhancement of the Tourist Territory coinciding with the perimeter of the metropolitan territory of Bologna combined with the territory of the Province of Modena. The Annual Programme of Tourism Activities is the document that identifies promotion and marketing strategies as well as actions aiming to enhancing the area of reference in terms of tourism. The Annual Programme of Tourism Activities consists of two separated sections:

- The Tourism Promotion and Marketing Programme (PPCT) dedicated to actions implemented by private operators, which was presented by the Bologna-Modena Tourist Territory for the first time in 2022.

- The Local Tourism Promotion Programme (PTPL) dedicated to tourism information and promotion actions by local authorities and their companies, business and voluntary associations. The modalities for the elaboration by the Bologna-Modena Tourist Territory of a single PTPL will be applied starting from the Programme for 2023.

²⁵https://www.cittametropolitana.bo.it/turismo/Territorio_Turistico_BoMo/Cos_e_Territorio_Turistico_Bologna-Modena



In addition to the above, at the beginning of 2022 it was launched a new participatory process named “Officina Creativa Bologna Metropolitana” led by the City Hall of Bologna together with the Foundation for Urban Innovation (Fondazione Innovazione Urbana), supported by the Metropolitan City of Bologna and targeting at its 6 Cultural Districts and 7 Union of Municipalities. This led to signing a Metropolitan Pact for Culture between Municipalities belonging to the metropolitan area, with the aim of jointly relaunching the centrality of the metropolitan city as a multiplier of opportunities by strengthening and enhancing all the cultural spheres on a metropolitan scale, with comparisons and discussion tables, through the access of new actors within existing networks, multiplying relations and making existing collaborations more effective. In the framework of the Metropolitan Pact for Culture a System visions will be defined for each specific cultural institution (theatres, museums, libraries, music, associations, etc.), integrated between the City and the metropolitan area of Bologna; this will further strengthen the reputation of the so-called Greater Bologna of Culture also on a regional and national scale.

By considering the overall cooperation framework described above with reference to the regional and local level, future policy recommendations to be produced for the purposes of the Pronacul project should focus on the following aspects:

- Build synergies among actors of the cultural / tourism value chain, harnessing the potential of CCIs for cross-fertilization and stronger interactions with other sectors, particularly natural-cultural heritage and sustainable tourism.

- The approach is to consider the promotion of cultural and creative industries not just as a driver for developing innovative offers for sustainable and experiential tourism development, but also as key players in national, regional and specifically local, urban and rural revitalization. Experiences in the Apennines and in green areas in general are confirmed best sellers in 2022 with diverse itineraries and initiatives “Outdoor Active&Slow”. Walks are a great success for the area, especially the Via degli Dei, the Via della Lana e della Seta, the Via Vandelli. And so the cycle paths, the other routes that can be travelled by bicycle and more generally, bike experiences are attracting growing interest thanks to the spread of e-bikes with a consequent enlargement of the public. This

success is accompanied by the launch of new promotion tools such as the eXtraBO.com website²⁶, the development of initiatives such as “Pedalare-Camminare” and itineraries such as those of Parchi Central Emilia.

- Enchantment of collaboration need to be facilitated through new capacity building programmes addressing CCIs, building regional networks of stakeholders and support creative hubs, as well as to proceed fostering partnerships between public, private and civil society organizations for better identification of needs and strengths to be exploited with reference to promotional activities.

- Higher efficiency in the management of the cultural sector could also be supported by facilitating the creation of local network among smaller cultural institutions, e.g. Theatres and Museums located in rural and mountain areas.

Centre for the promotion of entrepreneurship Piran Ltd – Slovenia

The contribution of tourism to the economy in general and, in particular, to the local economies, seems to be already unquestionable. This evidence is presented in the literature and reinforced by many some official organisations dealing with destination management. However, given both the increasing competitiveness and competition between destinations and the increasing complexity of the management of tourism destinations, the formation and development of cooperative relations between stakeholders has been pointed out as a requirement for its success and sustainability. Tourism destination management can be seen as a continuous, long-term process, involving tourism products, services and protected areas stakeholders. Local tourism development and destination planning should be organized as a “creative way of tourism”. It is the tourism that is mainly connected with communities, with the natural attractions and with the area’s identity. In terms of management, it is the tourism that has no or minimum impact on the environment and is sustainably, preferably locally managed to allow tourists, communities and local people as well as affiliated persons, to participate in the management process. In terms of activity and process, the tourism facilitates the learning by educating on culture and local communities as well as on environment and ecosystem. In terms of participation, the tourism is aware of

²⁶ <https://extrabo.com/it/>

the participation from tourists, communities, local people and affiliated persons.

Sustainability is the responsibility of all participating in tourism. Most of the effects of tourism are the result of taken actions by private sector enterprises and by the visitors themselves. However, there is an obvious need for governments (on different levels) to take a leading role for a truly significant progress in making tourism more sustainable. Following action on different fields of management will be supported in case of the Strunjan Landscape Park to improve effectiveness of stakeholders' involvement:

Planning: land use and sectoral planning present opportunities to combine agriculture and forest management with other land uses. Planning can also balance productive sectors with maintaining a landscape attractive for tourism.

Management: local governments can identify ways to integrate the economic benefits of ecosystem services into management practices.

Regulation and protection: local governments play a crucial role in interpreting and implementing regulations that encourage best practices and ecosystem protection.

Coordination and collective action: negotiation and coordination between different interest groups inevitably takes place at the local level. Local governments can support the formation of resource management committees; they can integrate formal and informal institutions to ensure effective participation and outcomes.

Investment: local governments can invest in ecosystem services through purchasing policy. They can choose to buy local timber for government buildings, supports buying locally produced food, for example through local labels for local products etc.

Incentives: local governments can create positive incentives for improved ecosystem services management. For example, funds to help promoting green business projects or investments that aim to secure the long-term viability of ecosystem services.

Extension services and capacity building: many environmental problems occur because people do not understand the full implications of their actions or the available alternatives. Farmers may not be aware of alternatives that allow for a more sustainable land use, while at the same time being economic from their perspective.

Research and promotion: local agencies often carry out research in order to assess the role of local ecosystem services. The success of monitoring and other measures often depends on collaborating with well-informed local stakeholders. Once benefits are assessed, this information can be used to promote local products or services.

6.3 Promotion of environmental sustainability and alleviation of climate change

This part of the strategy is dedicated to the goals that need be set, the challenges cultural and heritage sites are currently facing, as well as what needs to be changed at partners level.

Regional Development Agency Zasavje – Slovenia

Municipality Zagorje ob Savi lies close to the main highway connection and is suitable as a destination for a short or long visit by passing passengers. The main railway connection between Vienna and Trieste runs in the southern part of the municipality.

Tourism as an activity actively contributes to climate change. Since tourism is not developed to the level of neighbouring destinations, the effects of local tourism to global climate changes couldn't be measured.

Focusing in adapting to mitigation to climate change, the tourist offer in Zagorje ob Savi should be developed in such a way that visits to various locations and the offer will be as sustainable as possible.

The construction of a cycling route through Zagorje ob Savi, a connection to the railway connection and connections to neighbouring cycling routes are key for the development of a tourism offer that will be sustainable in terms of traffic, as it will encourage the reduction of the use of private cars as the main means of transport for visiting cultural and natural values in the municipality.

The future construction of a regional bicycle connection and the connection to other bicycle routes will be key to the development of sustainable tourism in the municipality.

In the scope of the transition from a former mining region, Zagorje ob Savi can become one of the sustainable tourist destinations in Slovenia, as it can use the existing infrastructure as an advantage in further development.

LAG Eastern Venice – Italy

Sustainability is a fundamental pillar of development, as recognized by the 2030 UN AGENDA and by both European and regional long-term strategies (Agenda Veneto 2030, Veneto Cohesion Plan). It combines the need to respond to environmental problems with the improvement of the attractiveness of a destination, which, if it implements sustainability practices with concreteness and adequate communication skills, manages to position itself in a favourable position from the tourist point of view, distinguishing itself as well as potential competing destinations. Together with this, the sustainable destination, meeting a more “demanding demand” and for this reason willing to spend more, will see greater profitability of the tourist activity, to the benefit of the whole community: specialized and non-specialised professionals, operators, agencies, associations.

Therefore, not only is there a need to promote sustainability, but it is also necessary to ensure that communities, and above all institutions - starting with regional and local political decision-makers - acquire the awareness that sustainability is an important element in promoting destinations themselves.

At the level of measures and related strategies, it is therefore necessary to create the conditions for local actors to pursue implementation and adaptation to international, European and regional agendas. An integrated system such as GIRALEMENE therefore needs primarily regional support, which can strengthen its recognition within the local context - in this case quite strategic in terms of position and tourist vocation of some of its parts - and support its positioning both as a geo-historical area (for the benefit of the local community) and as a sustainable destination (for the benefit of operators and tourists), also through the promotion of certification processes.

Rijeka Tourist Board – Croatia

In order to ensure the promotion of environmental sustainability and alleviation of climate change, the following steps goals need to be set, in order to tackle the challenges, the cultural heritage sites are currently facing, with changes that need to be made for improvement:

- Development of a thematic working group for the purpose of implementing the Strategy on transnational, national, regional and local policies improvements
- Implementing both bottom-up and up-bottom approach

- Vertical and horizontal networking of relevant stakeholders
- Implementing continuous educational activities for all key stakeholders inside and outside the working groups
- Development and implementation of a communication strategy and action plan for the purpose.

Ilia Chamber – Greece

Our shared history and culture are an integral part of who we are as a society and a defining feature of our European identity. The regional unit of Elis has been plagued by wildfires, floods and earthquakes, therefore targeted measures need to be taken, in order for the natural and cultural heritage sites to be protected from and secured against natural disasters.

Entrepreneurship and Business Association LiNK - Bosnia and Herzegovina

In adopting the Paris Agreement in December 2015, 195 countries acknowledged the importance of reducing greenhouse gases to a level that will keep global average temperature rise since pre-industrial times well below 2°C.

Achieving this goal is vital for the future of World Heritage. World Heritage properties provide opportunities for both climate mitigation and adaptation. For example, well-preserved forests and coastal habitats can help store carbon and provide vital ecosystem services, including natural protection against storms and floods. Necropolis sites are located in natural landscapes and natural surroundings as well as many other cultural sites, and this landscape is of vital importance for overall heritage sustainability.

World Heritage sites can also act as learning laboratories for the study and mitigation of climate impacts, as well as being places to test resilient management strategies. The need to act is both urgent and clear. We must reduce greenhouse gas emissions in line with the Paris Agreement while providing the financial resources, support and expertise necessary to ensure the resilience of World Heritage properties over the long term.

Guided by these instructions, we must be aware of the importance to care through the matrix of climate changes and that they apply equally to sites such as Radimlja and

Dugo Polje. In this regard, our recommendations are to urgently invest into toolkits that will provide us with methods adapted for acquiring knowledge about the preservation of heritage monuments from the aspect of climate change.

University of Novi Sad, Faculty of Sciences – Serbia

To ensure the promotion of environmental sustainability and alleviation of climate change, the following steps goals need to be set:

- appoint body, working group of experts or organization that will be in charge of the promotion of the environmental sustainability
- organize different events at local, regional and national level to raise awareness about the environmental sustainability (info days in schools, at faculties, round tables, workshops for different age groups etc.)
- communicate actions and activities related to environmental sustainability to general public and tourists/visitors of National Park Fruška gora
- support implementation of „green“ practices in every day business of tourism service providers and report about them in local, regional and national media
- develop and implement eco labelling for stakeholders, particularly tourism service providers that implement green practicess in their business
- support development of responsible tourism
- define carrying capacity of natural and cultural heritage sites
- organize free excursions for locals in the area of National Park to educate them about the importance of environmental sustainability for future generations

Institution “Agency for Development of Small and Medium Enterprises of City of Trebinje” - Bosnia and Herzegovina

What goals need to be set, what are the challenges CH sites are currently facing, what needs to be changed etc.

The area of Orjen represents an extremely valuable natural entity, whose integral properties have been protected and preserved from the negative effects of uncontrolled high level development and corresponding degradation and pollution. In addition to the general and principled requirements, this has special significance in the case of Orjen because the

value and quality of the natural environment is the main precondition for the realization of the basic development orientation in terms of introduction of health and recreational tourism, while natural and cultural values represent basic development resources. For the area of Orjen, it can be stated that the environmental condition is still satisfactory. Good wealth and quality of the existing forests, and the wealth of flora, fauna and fungi can prove aforementioned statement.

On the other side, potentially endangering factors in protected area also reflect in the influence of various aspects such as the biggest threats identified: illegal forest cutting, illegal hunting, fires and construction of residential objects. Activities that have a negative impact should be banned or controlled, and those that have a positive impact on the state of the park should be promoted. The intensity of the impact depends on the level of control in the complex and the implementation of protection measures.

Existing ecosystems in the area of the "Orjen" Nature Park are characterized by its uniqueness and rarity, so they need careful preservation. Namely, forests and forest land in the area of Orjen, covering 76.89% of its territory, have retained its originality in terms of structure and surface as a result of responsible management over the past several decades. Forest cutting in this area must have an exclusively sanitary character, where the use of forests for economic purposes would be completely absent. Such measures would ensure the complete originality of forests as the largest ecosystem in the area with the presence of rainforest areas.

The biggest identified threatening factor for forest and other ecosystems is fire, which are quite frequent in Trebinje area due to long and hot summers. At the same time, the illegal lumbering, which has been reduced to a tolerable level in this area, along with the uncontrolled collection of medicinal and aromatic herbs and other secondary forest products, represent a big threat to the entire ecosystem.

A significant part of the protected area consists of karst ecosystems characterized by high sensitivity. Due to the specificity of their origin and characteristics, they are the habitats of numerous important plant and animal species. Although they are mostly characterized by preservation, some parts of these ecosystems are significantly threatened

and devastated. This mainly refers to pits close to human settlements which are sometimes used for disposal of trash.

Potential loss of regular habitat is generally very significant factor endangering the survival of individual plant species, so, in order to preserve the richness of flora diversity in this area, the greatest attention should be paid to the preservation of existing habitats and to the prevention of their further fragmentation, which potentially leads individual, usually small populations of various species to a state of genetic isolation and extreme threats.

However, it can be stated that the above-mentioned factors are not significantly expressed in the area of Orjen Park of Nature, because the construction activity is mostly concentrated within the existing settlements. The exceptions are individual cottages, which are not widely represented for now.

The concept of general protection and tourist valorisation of the Nature Park "Orjen" is based on protection and preservation of existing nature, and then development, arrangement and management based on:

- preservation and improvement of overall natural values and resources;
- preservation of regional characteristics;
- preservation of cultural and historical heritage;
- compatibility of human activities with nature conservation;
- Introduction of compatible and corresponding tourist contents and opening for visits.

Zagreb County Tourist Board – Croatia

In order to ensure the promotion of environmental sustainability and alleviation of climate change, the following steps goals need to be set, in order to tackle the challenges, the cultural heritage sites are currently facing, with changes that need to be made for improvement:

- Development of a thematic working group for the purpose of implementing the Strategy on transnational, national, regional and local policies improvements
- Implementing both bottom-up and up-bottom approach



- Vertical and horizontal networking of relevant stakeholders
- Implementing continuous educational activities for all key stakeholders inside and outside the working groups
 - Development and implementation of a communication strategy and action plan for the purpose.

Municipality of Raška – Serbia

One of the main priorities in the development strategy of Raska District at the national level is investing in environmental and human protection programs. According to the local action plan for project implementation in the municipality of Raska, the most funds are allocated for the purposes of modernization of infrastructure and improvement of healthy environment, as well as for the purpose of improving the conditions for economic development (Strategy of Sustainable Development of the Municipality of Raska 2009-2019, p.14).

The climate of Kopaonik is characterized by more than 200 sunny days a year, which is why it is called the "mountain of sun". In the territory of Raska District, there are great potentials for investing in the energy sector, especially in the use of renewable energy sources such as solar energy, wind energy, biomass, etc. The Strategy of Energy Development of the Republic of Serbia until 2025, which foresees an increase in energy efficiency and an increase in the production of electric energy from renewable sources, the Raška District has the highest intensity of solar radiation throughout the year.

In addition to the adopted development strategies, the visibility of activities and the information of citizens about the topic of sustainable sources of energy is low. In order for the strategies to be successful, the participation of other sectors, the involvement of all segments of society in the application of new technological solutions and the importance of preserving the natural environment are necessary.

Media campaign - Active reporting in local, regional and national media to showcase the benefits of sustainability environment to the general public. Campaign would gain support for implementing “green” practices in everyday life.

Working with schools, civil society - Using participatory approach means



including different stakeholders, NGOs in the process of developing, implementation and evaluation of sustainable energy programs. Organize various events about renewable energy sources on the local level. Special attention is given to young generations which would be encouraged to develop ecological awareness and importance of sustainability of a healthy living environment through interesting workshops in schools.

Working with local communities in rural areas - special segment of rural and eco-tourism development with education of local population to start activities for the development of this type of tourism;

Metropolitan City of Bologna – Italy

Sustainability, responsibility and balance, these are the keywords of the strategy for the development of tourism products and services capable of minimising environmental impact: slow transport, products from 0 km suppliers, eco-compatible tourism tools, means also choosing to adopt a circular approach in the tourism sector.

Aiming at achieving this, it is crucial to raise awareness among operators in this sense through the use of "ecolabels", internationally recognised certification systems able to consolidate environmental sustainability as a competitive element of the metropolitan tourist offer. The metropolitan area of Bologna, as Tourist Destination aims to obtain certification for sustainable tourism according to the criteria of the GSTC (Global Sustainable Tourism Council), a global reference standard for sustainability in travel and tourism. In particular, the GSTC criteria for the sustainable management of tourist destinations (GSTC-D) provide basic guidelines for sustainability programmes activated by both the governance and the private sector in the metropolitan area, and for education and training institutions, such as hotel schools and universities. Adhering to these criteria also means positioning the metropolitan area as a sustainable destination and thus being recognised and selected by consumers as a destination for their travels, but also representing an international standard that facilitates the work of the media in recognising certified destinations and informing the public about their sustainability.

On the other hand, one of the smart strategic objectives for innovation in the Emilia Romagna Region is linked to the acceleration of the ecological transition, aiming to achieve carbon neutrality before 2050 and move to clean and renewable energy by 2035.



To reach this objective it will be necessary to combine productivity, equity and sustainability and, at the same time, to sustain the creation of new quality jobs.

As mentioned in other parts of this paper, it is strategically important to encourage the development of slow and experiential tourism as a powerful income generation tool for local economies, where local communities can normally benefit of minor socio-cultural offer; to support the reduction of environmental impact of cultural activities at territorial level by fostering proximity travel and enhancing specific local characters of culture and natural sites. In addition, key interventions include supporting the circular economy and boosting demand for innovative and sustainable products, services and public works through green procurement that requires compliance with minimum environmental criteria.

Centre for the promotion of entrepreneurship Piran Ltd – Slovenia

The strategy of Strunjan protected area is to combine protection of nature with the sustainable use and management and to ensure wellbeing of the local community, visitors and the integrity of the society. Sustainable tourism takes into consideration three dimensions, the ecological, economic and socio-cultural. Hence, sustainable tourism is cooperation in order to promote economic, social and environmental wellbeing. In line with the principles of nature protection and sustainable tourism, environmental resources should be used in respect to the natural environment and the uniqueness of local communities. Tourism in protected areas must be coordinated with the objectives of the protection. The strategy of sustainable tourism in Strunjan Landscape Park is defined through five landscape territories that compose the Landscape Park Strunjan: Marine ecosystem, Cliff wall, Marine lagoon, Salt pans, Cultural landscape.

Climate change is an ongoing challenge that has been around for many years and its impacts are becoming more and more evident. The tourism sector is highly vulnerable to climate change and at the same time contributes to the emission of greenhouse gases (GHG), which cause global warming. Accelerating climate action in tourism is therefore of utmost importance for the resilience of the sector. Climate action is understood as the efforts to measure and reduce GHG emissions and strengthen adaptive capacity to climate induced impacts.



The COVID-19 pandemic has led to a 7% reduction of GHG emissions globally in 2020 (UNWTO, 2021), providing a tangible reference to the magnitude of the effort still ahead in order to achieve the goals of the Paris Agreement, which will require around 7% reduction of emissions on an annual basis throughout the next decade.

According to UNWTO/ITF latest research, released in December 2019 at UNFCCC COP25, CO² emissions from tourism are forecasted to increase by 25% by 2030 from 2016 levels, against the current ambition scenario. Therefore, the need to scale up climate action in tourism remains urgent as emissions could rapidly rebound once operations restart and, ultimately, the cost of inaction with regards to climate will be in the long run larger than the cost of any other crisis (UNWTO, 2021).

UNWTO is committed to accelerate progress towards low carbon tourism development and the contribution of the sector to international climate goals, in line with the recommendations of the One Planet Vision for a Responsible Recovery of the Tourism Sector from COVID-19 to:

- Strengthen the measurement and disclosure of CO₂ emissions in tourism
- Accelerate the decarbonization of tourism operations
- Engage the tourism sector in carbon removal

On the one hand, the travel industry helps local economies generating profits, while on the other it contributes to environmental damage. By now, it is impossible to ignore the reports underlining the devastating impact of tourism, the majority of which happen via air, car and sea transportation. One might argue that the travel industry desperately needs more regulation by policy makers, but tourists should also be prepared to take on some personal responsibility and reduce air travel. In the Landscape Park Strunjan stakeholders are aware of problems of climate change and by measures proposed they try to mitigate and control the negative impacts as much as possible.

6.4 Harmonization of legal frameworks and adoption of common standards

Harmonization of legal frameworks involves aligning national, regional, and international laws and regulations related to the protection and management of heritage sites. This can help eliminate inconsistencies, gaps, and overlaps in legal provisions,



making it easier for stakeholders to navigate the regulatory landscape and comply with applicable rules. Harmonization also facilitates coordination and cooperation among different authorities and agencies responsible for heritage site management.

The description of the legal framework at the pilot areas is crucial, in order to assess the possibility of the adoption of common standards.

Regional Development Agency Zasavje – Slovenia

For effective development of sustainable tourism in Zagorje ob Savi public management institution should be established which objective would be management of municipality's cultural and nature values in order to be included in sustainable integrated tourism products in the future. One of the first actions which should be taken is the hiring of personnel who has capacities and knowledge in the field of nature and cultural conservation measures and monitoring of the situation in the field.

LAG Eastern Venice – Italy

To arrive at the harmonization of legal frameworks, it is first necessary to obtain full clarity of their hierarchy and aim at the exclusion of conflict between them. The basic structure of the law, at least at the continental level (civil law), generally allows for a general availability of tools for recognizing which is the prevailing law and how to avoid overlapping and duplication. In recent decades, however, in many European countries, the legal systems have undergone profound changes towards greater decentralization and ever-increasing autonomy, especially regional (In Italy, the reform of Title V). For these reasons, the adoption of common standards appears to be necessary, both to have the certainty of equality and parity between efforts and results in each area, and to be able to monitor the progress of actions to protect, safeguard and enhance the territories. The case of the GIRALEMENE system highlights how adapting to shared, and therefore tendentially objective, criteria can make the area a more competitive destination also on an international scale.

Rijeka Tourist Board – Croatia

On the EU level, there are numerous strategic and policy documents addressing natural and cultural heritage, but the overall coverage and proactive measures are



insufficient for development of sustainable tourism in cultural and natural heritage destinations. There is the need of a more detailed and proactive approach in fostering and facilitation activities in the fields of cultural and natural heritage, for the purpose of achieving sustainable development in tourism. Moreover, the Agenda for a sustainable and competitive European tourism does not address cultural or natural heritage. The EU level of strategic planning and programming, cultural heritage is considered to be a significant factor in social, tourist and economic development, as well as in social cohesion in a sustainable way. There were numerous possibilities for development and funding in the area of cultural and natural heritage in the EU in the period 2014 – 2020. The EU programmes from that period have only grown and developed more funding possibilities available for museums in Europe, such as are Creative Europe, Erasmus+, Horizon 2020, Europe for Citizens, European Regional Development Fund (ERDF) and European Territorial Cooperation (Interreg). The most important national legal background of Žumberak is the Law on the declaration of Žumberak and Samobor mountains as a nature park (Official Gazette, 58/1999). Žumberak is also regulated by the Law on nature protection (Official Gazette, 80/13, 15/18, 14/19, 127/19), the Spatial plan of the Žumberak-Samoborsko gorje Nature Park (Official Gazette, 125/14), and the Law on Protection and Preservation of Cultural Heritage (Official Gazette 69/99, 151/03, 157/03, 100/04, 87/09, 88/10, 61/11, 25/12, 136/12, 157/13, 152/14, 98/15, 44/17, 90/18, 32/20, 62/20). According to the Law on nature protection (Official Gazette, 80/13, 15/18, 14/19, 127/19), economic and other activities and interventions are allowed in the nature park, as long as they are not endangering its characteristics and role. It is managed by the Public Institution “Žumberak - Samoborsko gorje Nature Park” established by the Decree of the Government of the Republic of Croatia on September 16th 1999 (Official Gazette, 96/1999). The strategic framework around Ecomuseum Žumberak on the national level is the National Development Strategy of the Republic of Croatia until 2030 (Official Gazette, 13/2021) with specific objectives and priorities for Croatia in 2030 to be a competitive, innovative and secure country with a recognizable identity and culture, a land of preserved resources, quality living conditions and equal opportunities for all. Cultural heritage is also a regional priority, by being in the core of Zagreb County development



strategy for the period until 2020 that is still in force, as well as in the core of the new Zagreb County Development Plan for the period 2021-2027. Strategy for cultural development of Zagreb County #culture697 for the period of 2016. - 2026., as well as the Study of quality management in tourism in Zagreb County, firmly address the preservation and valorisation of natural and cultural heritage of this area. However, Zagreb County has no policies on local levels regarding natural and/or cultural heritage.

Ilia Chamber – Greece

The PRONACUL project should investigate the possibilities of establishing a network of common standards and feasible measures that may be adopted into the Greek legislative framework in order to treat ailments or enhance the management of cultural and natural heritage sites. A basic layout of Greek law in relation to the aforementioned sectors must be drafted in order to identify prospects for legal framework harmonization. This will result in a consistent strategy to assessing requirements and developing policies for the conservation and management of Elis' cultural assets.

Entrepreneurship and Business Association LiNK - Bosnia and Herzegovina

Both sites (Radimlja and Dugo Polje necropolis) are declared as national monuments by the Commission to Preserve National Monuments, and boundaries and buffer zones established. Protection measures are stipulated by the Law on Implementation of the Decisions of the Commission to Preserve National Monuments established through the General Framework Agreement for Peace in Bosnia and Herzegovina (Official Gazette of the Federation of BiH, nos. 2/02, 27/02, 6/04, and 51/07; and the Official Gazette of the Republika Srpska nos. 9/02, 70/06, and 64/08).

The Federal Ministry of Physical Planning that performs management, professional and other duties in the jurisdiction of the Federation, related to: physical planning and regulation; land use policy at the Federal level.

The Institute for the Protection of Monuments that performs professional and other tasks that mostly require the application of professional, scientific and creative methods of work and related administrative tasks in the field of protection and use of cultural and historical heritage.

For all monuments, especially those belonging to National monuments and World heritage sites, the Decisions of the Commission to Preserve National Monuments as well as the Law on the Spatial Planning of the Federation of Bosnia and Herzegovina shall apply. (Official Gazette of the Federation of Bosnia and Herzegovina 2/06 Article 34).

University of Novi Sad, Faculty of Sciences – Serbia

The following Table summarises selection of international, national, regional and local policies regarding natural and cultural heritage applicable for Serbia and National Park Fruška gora.

Policy instrument	European Landscape Convention
Level	International
The body responsible for implementation of the instrument	Government of Republic of Serbia Ministry of Environmental Protection
Types of natural/cultural heritage mentioned in the instrument	The Convention applies to the entire territory of the Parties and covers natural, rural, urban and suburban areas. The Convention includes land, inland water and marine areas. It concerns landscapes that might be considered outstanding as well as everyday or degraded landscapes.
Stakeholders involved	On regional level-Institute for Nature Conservation of Vojvodina Province
Policy instrument	european convention for the protection of architectural heritage
Level	International
The body responsible for implementation of the instrument	Government of Republic of Serbia- Ministry of Culture, Media and Information Society (Serbia)



Types of natural/cultural heritage mentioned in the instrument	Search instead for Architectural treasure includes 1) monuments: all buildings and structures On international level-Council of Europe member states On national level - The Republic of the distinctive historical, archaeological, artistic, scientific, social or technical interest, including installations and equipment; 2) groups of buildings: groups of compact urban and rural buildings that stand out for their historical, archaeological, artistic, scientific, social or technical Institute for the Protection of Cultural Monuments On regional level- Institute for the Protection of Culture Monuments of Vojvodina Province interest, and which are sufficiently unique to make topographically specific units; 3) sites: a common part of man and nature, or areas which are partially built and sufficiently distinctive and homogeneous to be topographically defined, which are of outstanding historical, archaeological, artistic, scientific, social or technical interest
Stakeholders involved	institute for the protection of cultural monuments on regional level- institute for the protection of culture monuments of vojvodina province
Policy instrument	european convention for the protection of architectural heritage revisited
Level	International
The body responsible for implementation of the instrument	Government of Republic of Serbia- Ministry of Culture, Media and Information Society (Serbia)
Types of natural/cultural heritage mentioned in the instrument	archaeological heritage includes buildings, structures, groups of buildings, developed sites, moveable found, monuments of other kinds as well as their context, whether on land or under water.
Stakeholders involved	institute for the protection of cultural monuments on regional level- institute for the protection of culture monuments of vojvodina province
Policy instrument	Law on Nature Protection
Level	National
The body responsible for implementation of the instrument	Government of Republic of Serbia
Types of natural/cultural heritage mentioned in the instrument	this law regulates the nature protection and conservation, biological, geological and landscape diversity as part of the environment.
Stakeholders involved	On national level - Institute for Nature Conservation of Serbia On regional level - Institute for Nature Conservation of Vojvodina Province



Policy instrument	Law on Environmental Protection
Level	National
The body responsible for implementation of the instrument	Government of Republic of Serbia
Types of natural/cultural heritage mentioned in the instrument	environment of natural and created values whose mutual relations are a complex environment, and space and living condition
Stakeholders involved	On national level - Institute for Nature Conservation of Serbia On regional level - Institute for Nature Conservation of Vojvodina Province
Policy instrument	Law on Cultural Values
Level	National
The body responsible for implementation of the instrument	Government of Republic of Serbia, Ministry of Culture
Types of natural/cultural heritage mentioned in the instrument	depending on its physical, artistic, cultural and historical features, cultural property shall include: 1. immovable cultural property: - cultural monuments, - spatial cultural- historical units, - archaeological sites - landmarks 2. movable cultural property: - works of art and history - archival material - film material - old and rare books
Stakeholders involved	On national level - Institute for Nature Conservation of Serbia On regional level - Institute for Nature Conservation of Vojvodina Province
Policy instrument	Cultural property law
Level	National
The body responsible for implementation of the instrument	Government of Republic of Serbia, Ministry of Culture
Types of natural/cultural heritage mentioned in the instrument	depending on its physical, artistic, cultural and historical features, cultural property shall include: 1. immovable cultural property: - cultural monuments, - spatial cultural- historical units, - archaeological sites - landmarks 2. movable cultural property: - works of art and history - archival material - film material - old and rare books
Stakeholders involved	On national level - Institute for Nature Conservation of Serbia On regional level - Institute for Nature Conservation of Vojvodina Province
Policy instrument	Tourism Development Strategy of the Republic of Serbia 2016-2025
Level	National
The body responsible for implementation of the instrument	Government of Republic of Serbia, Tourism and Telecommunications
Types of natural/cultural heritage mentioned in the instrument	The Strategy recognizes the importance of cultural heritage and natural resources, specifically protected natural areas, for tourism development in Serbia. It highlights immovable cultural heritage on the territory of the republic of Serbia,



	which On national level -Ministry of Trade, Tourism and Telecommunications, National Tourism Organisation of Serbia On regional level- regional tourism organisations is on the World Heritage List, as well as movable cultural properties, which are part of the UNESCO programme "Memory of the World", in the World Documentary Heritage register. Natural areas under the protection of the Republic of Serbia are classified according to the categorization which is internationally accepted classification of protected areas.
Stakeholders involved	on national level - ministry of trade, tourism and telecommunications, national tourism organisation of serbia on regional level- regional tourism organisations
Policy instrument	master plan for sustainable development of fruska gora mountain
Level	Regional
The body responsible for implementation of the instrument	Government of Autonomous Province of Vojvodina
Types of natural/cultural heritage mentioned in the instrument	Natural and cultural heritage of Fruska gora
Stakeholders involved	government of autonomous province of vojvodina, public company national park fruska gora
Policy instrument	Spatial plan Fruska gora untill 2022
Level	Regional
The body responsible for implementation of the instrument	Government of Autonomous Province of Vojvodina
Types of natural/cultural heritage mentioned in the instrument	Natural and cultural heritage of Fruska gora
Stakeholders involved	government of autonomous province of vojvodina, public company national park fruska gora

Institution “Agency for Development of Small and Medium Enterprises of City of Trebinje” - Bosnia and Herzegovina

Entity Law on environmental protection in Republic Srpska and Entity Law for protection of nature in Federation BiH represent main legal regulations regarding protection of nature and its values in Bosnia and Herzegovina (BiH). Secondary legislation covers specific topics but BiH doesn't have specific strategies treating topic of nature preservation, or are outdated.

Special annexes to the General Framework Agreement for Peace in Bosnia and Herzegovina (Dayton Peace Agreement) define obligations at various administrative



levels (level of Bosnia and Herzegovina and Republika Srpska, Federation of Bosnia and Herzegovina and Brčko District), and Annex 8 of the document refers to heritage and the importance of heritage restoration.

The Commission for the Preservation of National Monuments is an institution of Bosnia and Herzegovina established on the basis of aforementioned Annex 8 while the “Decision on the Commission” adopted by the Presidency of Bosnia and Herzegovina established the basic principles and objectives of the Commission's activities and tasks.

It is a professional institution at the BiH level responsible for the protection of cultural and historical heritage, including international cooperation in this area. The governments of Bosnia and Herzegovina entities and the Government of Brčko District are obliged to provide the financial, administrative, technical, scientific and legal conditions necessary for the protection, preservation, presentation and restoration of national/national monuments.

The main EU regulations identified through Transnational framework analysis are The European Landscape Convention of the Council of Europe with the purpose to promote the conservation, management and planning of landscapes and to organise European cooperation in this field (Art. 3), and EU Biodiversity strategy for 2030 which deals with nature in general including flora, fauna and land. Key elements of this strategy forecast establishing protected areas for at least 30% of land and at last 30% of sea in Europe as well as restoring degraded ecosystems at land and sea across the whole of Europe and making the EU a world leader in addressing the global biodiversity crisis.

On the other hand, Law on environmental protection of Republic of Srpska and Law for protection of nature of Federation BiH recognize that nature represents a basic value and one of the most important resources thus protect the nature and environment by its power. The protection of environmental components include the protection of its quality, quantity and its stocks, as well as the preservation of natural processes within the components and their natural balance and protection from the effects that could become a danger to the environment.



Fortunately, various ratified EU legislative regarding this subject is accepted and applicable in Bosnia and Herzegovina in cases when some important areas are not covered by BiH regulations.

The "Orjen" Park of Nature was officially proclaimed in September 2020, and the Center for Karst Management as a unit within the Public Enterprise of Forests of the Republic of Srpska was selected as the managing body of the Nature Park.

In the Republic of Srpska, under the Ministry of Education and Culture of the RS, there is the Republic Institute for the Protection of Cultural, Historical and Natural Heritage established on the basis of the Law on the Republic Administration of the Republic of Srpska. This body monitors and rules the actions in protected areas together with other institutions in charge.

Having all aforementioned in mind, it can be concluded that overall harmonization and formal adjustments of all mentioned regulations are not sufficient and should be prioritized and tackled as soon as possible.

Zagreb County Tourist Board – Croatia

On the EU level, there are numerous strategic and policy documents addressing natural and cultural heritage, but the overall coverage and proactive measures are insufficient for development of sustainable tourism in cultural and natural heritage destinations. There is the need of a more detailed and proactive approach in fostering and facilitation activities in the fields of cultural and natural heritage, for the purpose of achieving sustainable development in tourism. Moreover, the Agenda for a sustainable and competitive European tourism does not address cultural or natural heritage. The EU level of strategic planning and programming, cultural heritage is considered to be a significant factor in social, tourist and economic development, as well as in social cohesion in a sustainable way. There were numerous possibilities for development and funding in the area of cultural and natural heritage in the EU in the period 2014 – 2020. The EU programmes from that period have only grown and developed more funding possibilities available for museums in Europe, such as are Creative Europe, Erasmus+, Horizon 2020, Europe for Citizens, European Regional Development Fund (ERDF) and European Territorial Cooperation (Interreg). The most important national legal background of

Žumberak is the Law on the declaration of Žumberak and Samobor mountains as a nature park (Official Gazette, 58/1999). Žumberak is also regulated by the Law on nature protection (Official Gazette, 80/13, 15/18, 14/19, 127/19), the Spatial plan of the Žumberak-Samoborsko gorje Nature Park (Official Gazette, 125/14), and the Law on Protection and Preservation of Cultural Heritage (Official Gazette 69/99, 151/03, 157/03, 100/04, 87/09, 88/10, 61/11, 25/12, 136/12, 157/13, 152/14, 98/15, 44/17, 90/18, 32/20, 62/20). According to the Law on nature protection (Official Gazette, 80/13, 15/18, 14/19, 127/19), economic and other activities and interventions are allowed in the nature park, as long as they are not endangering its characteristics and role. It is managed by the Public Institution “Žumberak - Samoborsko gorje Nature Park” established by the Decree of the Government of the Republic of Croatia on September 16th 1999 (Official Gazette, 96/1999). The strategic framework around Ecomuseum Žumberak on the national level is the National Development Strategy of the Republic of Croatia until 2030 (Official Gazette, 13/2021) with specific objectives and priorities for Croatia in 2030 to be a competitive, innovative and secure country with a recognizable identity and culture, a land of preserved resources, quality living conditions and equal opportunities for all. Cultural heritage is also a regional priority, by being in the core of Zagreb County development strategy for the period until 2020 that is still in force, as well as in the core of the new Zagreb County Development Plan for the period 2021-2027. Strategy for cultural development of Zagreb County #culture697 for the period of 2016. - 2026., as well as the Study of quality management in tourism in Zagreb County, firmly address the preservation and valorisation of natural and cultural heritage of this area. However, Zagreb County has no policies on local levels regarding natural and/or cultural heritage.

Municipality of Raška – Serbia

Table of Standardized Relevant Legal Documents for Serbia - International, National, Regional and Local Documents Applicable in the Field of Protection of Natural and Cultural Heritage.

Policy instrument	Level	The body responsible for implementation of the instrument	Types of natural/cultural heritage mentioned in the instrument	Stakeholders involve
European Convention for the Protection of Archaeological Heritage revised	International	Government of Republic of Serbia Ministry of Culture, Media and Information Society (Serbia)	Archaeological heritage encompasses any type of built structure, group of structures, or developed site, as well as artifacts and their context, on land or submerged underwater.	On international level - Council of Europe member states On national level - The Republic Institute for the Protection of Cultural Monuments On regional level Institute for the Protection of Culture Monuments of Kraljevo
European Landscape Convention	International	Government of Republic of Serbia Ministry of Environmental Protection	The Convention applies to the entirety of the signatory countries, encompassing natural, rural, urban and suburban landscapes, both outstanding and degraded. This applies to both land, inland water and marine areas.	On international level - Council of Europe On national level - Institute for Nature Conservation of Serbia
European Convention for the Protection of Architectural Heritage	International	Government of Republic of Serbia Ministry of Culture (Serbia)	Architectural treasures are those significant structures, installations, and equipment that stand out as special due to their particular cultural, archaeological, artistic, scientific, social or technical qualities. These can be individual	On international level - Council of Europe member states On national level - The Republic On national level - Institute for the Protection of Culture Serbia On regional level Institute



			monuments, clusters of buildings, or even a general area defined by these qualities. Such sites and structures are irreplaceable landmarks pivotal to a locality's history and identity, and thus deserving of preservation.	for the Protection of Culture Monuments of Kraljevo
Law on Environmental Protection	National	Government of Republic of Serbia	An ecosystem of both organic and man-made resources, connected in a complicated network of relations, providing an ambient backdrop of living space and conditions.	On national level - Institute for Nature Conservation of Serbia
Law on cultural values	National	Government of Republic of Serbia, Ministry of culture	Depending on its physical, artistic, cultural and historical features, cultural property shall include: 1. immovable cultural property: cultural monuments, spatial cultural historical units, archaeological sites landmarks 2. Movable cultural property: works of art and history, archival material, film material, old and rare books	On national level - The Republic On national level - Institute for the Protection of Culture Serbia On regional level Institute for the Protection of Culture Monuments of Kraljevo

Cultural property law	National	Government of Republic of Serbia, Ministry of culture		<p>On national level - The Republic</p> <p>On national level - Institute for the Protection of Culture Serbia</p> <p>On regional level Institute for the Protection of Culture Monuments of Kraljevo</p>
Tourism Development Strategy of the Republic of Serbia 2016-2025	National	Government of the Republic of Serbia, Ministry of Trade, Tourism and Telecommunications	<p>Recognizing the vast importance of natural resources and cultural heritage for tourism in Serbia, the Strategy puts emphasis on Serbia's immovable cultural heritage which is inscribed on the World Heritage List and movable cultural properties which are in the UNESCO programme 'Memory of the World.'</p> <p>Natural resources in Serbia are sorted according to the internationally accepted classification of protected areas.</p>	<p>On national level - Ministry of Trade, Tourism and Telecommunications, National Tourism Organisation of Serbia</p> <p>On regional level regional tourism organisations</p>
TOURISM DEVELOPMENT PROGRAM USAID 2012 - 2022.	regional	Inter-municipal partnership: Kraljevo, Raška, Vrnjačka Banja, Gornji Milanovac and Čačak	Tourism development plan at the local level - Inter-municipal partnership	On regional level Municipal government and tourist organizations

Development plan of the municipality of Raška 2022-2029.	regional	Municipality of Raška	Tourism development plan at the local level - Raška	On regional level Municipal government and tourist organizations
Plan of the Tourist Organization of Novi Pazar	regional	Municipality of Novi Pazar	Tourism development plan at the local level – Novi Pazar	On regional level Municipal government and tourist organizations

Metropolitan City of Bologna – Italy

The goal is to implement the EU strategies at the regional level, harmonizing the numerous legislation and policy instruments about the natural and cultural heritage as well as the protected areas. The main elements of the legislative framework covering the sector for the territorial area is described in detail within *Deliverable T.1.1 Transnational framework analysis*. To name few of these crucial national, regional, and local legislations applying to cultural and natural heritage (and described in DT1.1), a short list is provided below:

- National Law 6 December 1991, n. 39: Framework law on protected areas
- Regional Law 26 November 2020, n. 7: Institutional reorganization and the exercise of regional functions in the sector of cultural heritage
- Regional laws governing the system of protected areas and Natura 2000
- Bologna Metropolitan Strategic Plan (MSP)

In addition, for the purposes of drafting *DT2.4.3 Local/regional/national and transnational Policy recommendations* an update about the most recent legislative development at regional and local level will be undertaken, especially with reference to the following:

- The Smart Specialization Strategy (S3) of the Emilia-Romagna Region (RER), 2021-2027

- The “Covenant for Work and Climate” of the Emilia-Romagna Region (RER), December 2020
- Agenda for Sustainable Development 2.0 of Metropolitan city of Bologna, June 2021
- Guidelines for the circular economy in the Bolognese Apennines, June 2021

Centre for the promotion of entrepreneurship Piran Ltd – Slovenia

For effective management, the public institution of Landscape Park Strunjan must provide high- quality administrative support that will enable good work planning and support for the implementation of all management measures. In order to carry out all the tasks of the public service and direct supervision, it is necessary to strengthen the personnel of the public institution. In the area of the park, there are frequent violations of the protection regime, so it is essential to provide enough personnel to be able to carry out direct control in nature every day of the week during the peak visitation period of the park (May-September). Personnel strengthening of the public institution is also necessary in the field of nature conservation measures and monitoring of the situation, which will strengthen professional work and the number of independently carried out nature conservation tasks. With other measures related to visiting and guiding visitors, the public institute will also start implementing **gainful** activities, which will enable additional employment and the investment of surplus income in the implementation of nature conservation measures. This will increase the need for transparent administrative procedures.

Medium-term goal: The Public Institute Landscape Park Strunjan ensures efficient management of the park and cooperates with local residents and other stakeholders in the area and makes them aware of the importance of the park.

Short-Term Goals:

- The public institute is strengthened in terms of personnel and ensures the ongoing implementation of public service tasks and direct supervision in nature, monitors and directs the work of other stakeholders in the area, and cooperates with other managers and related institutions.

- Monitor the implementation of the management plan and prepare appropriate reports.
- Participate in administrative procedures with opinions.
- Regularly educate and train Landscape Park management employees.
- To maintain the equipment and take care of the maintenance of the existing and the purchase of new equipment for the needs of the institution's operation and public service.
- To connect with other parks and related institutions in order to strengthen the operation of the public institution and to promote the park.
- Management of all legal and administrative procedures related to the implementation of direct control in nature

6.5 Capacity building

The development of thriving creative and cultural industries requires a rethinking of existing policies and laws, a fortification of cultural governance institutions and the improvement of professional skill sets and competencies. The recent deprivation of Elis from its academic environment will negatively impact on the skillset of the actors of the tourism chain as well as on the feeding of the public with information regarding cultural management and cross-sectoral entrepreneurial approaches. The project needs to tackle those needs and find ways of raising public awareness about the importance of cultural heritage and its management.

Regional Development Agency Zasavje – Slovenia

Capacity building is widely acknowledged as an important tourism development strategy. Building capacity of communities to effectively address issues regarding management and planning of tourism development is often required to analyse current status of community development with respect to tourism development. In Zagorje ob Savi tourism development and building the capacity for local communities need to progress hand in hand. Following the first steps taken by EU funded project, the PROCANUL project's activities provide fundament to boost the sustainable and responsible tourism connecting nature and cultural values into highly recognizable tourist

products.

LAG Eastern Venice – Italy

The increase and specialization of skills is the cornerstone for the improvement of the tourist offer and the cultural and natural enhancement of protected areas. The integration between local actions, larger-scale programming and EU and regional funding sources must therefore also have as its objective the training of operators, businesses and professionals.

In this case, the case of GIRALEMENE highlights the need for targeted training interventions in support of tourism operators and personnel, in order to guarantee an adequate level of reception, so as to reduce the gap, repeatedly mentioned in this document, between the coastal strip (highly touristic) and the hinterland (which instead needs greater tourist development). Similarly, stakeholders, institutions and operators point out the need for tourism workers who know several languages, starting from the educational sector. Slow, gentle, green and accessible tourism must be strengthened through updated methodologies, in order to create a system within the territory and provide a competitive offer on an international scale, improving the skills of the entire supply chain through figures who know how to reason according to logics of network and who know how to exploit important tools made available by the Region, such as the Federated Regional Tourism Observatory. Above all, administrators and operators claim the need to connect the coast and the hinterland, directing – or creating from scratch – flows in this direction.

Rijeka Tourist Board – Croatia

The suggested ways and means of promoting the project's goals, raising public awareness, enriching and enhancing dissemination activities, are as follows:

- Implementing both bottom-up and up-bottom approach
- Vertical and horizontal networking of relevant stakeholders,
- Implementing continuous educational activities for all key stakeholders inside and outside the working groups

- Continuous monitoring of new trends in the field of cultural and natural heritage, with specific emphasis of sustainable tourism
- Implementation of multidisciplinary, holistic, inclusive and integrative approach in all activities overall
- Promotion of EU Policies and EU funding
- Organization of educational events, coordination events, vertical and horizontal networking events for policy makers, tourism value chain actors, and all relevant stakeholders
- Implementation of activities for promotion of sustainable tourism and preservation of natural and cultural heritage
- Development of a communication strategy and action plan and implementation

Ilia Chamber – Greece

The development of thriving creative and cultural industries requires a rethinking of existing policies and laws, a fortification of cultural governance institutions and the improvement of professional skill sets and competencies. The recent deprivation of Elis from its academic environment will negatively impact on the skillset of the actors of the tourism chain as well as on the feeding of the public with information regarding cultural management and cross-sectoral entrepreneurial approaches. The project needs to tackle those needs and find ways of raising public awareness about the importance of cultural heritage and its management.

Entrepreneurship and Business Association LiNK - Bosnia and Herzegovina

Following long-life-learning principle, it is of most importance to continuously work on education and dissemination of information, conclusions, strategies and other important data among different target groups, with purpose of building well informed and skilled individuals and thus educated society.

Topics of interest are:

- Creation of a joint offer at the regional level;
- Mapping potential sites;
- Promoting the site via web portals and social networks;
- Acquaintance of tourist agencies with sites;
- Promotion of the site to educational institutions in Bosnia and Herzegovina and the region;
- Joint projects from local to regional level: exhibitions, plays, contests on a given topic,
- Research papers, articles, conference presentations
- Compliance with country's relevant legislation
- Management plans development
- Consultations with affected people who use, or have used within living memory, the cultural heritage for long-standing cultural purposes.
- Facilitate community access to the cultural site or provide, if applicable, an alternative access route
- Building capacities of business sectors for adequate promotion of heritage sites, adjusting their offer with market demand and development of cooperation with other stakeholders,
- Building capacities of institutions for better support, strategic approach and systematic solutions for burning issues
- Principles of sustainable development.

University of Novi Sad, Faculty of Sciences – Serbia

Ways and means of promoting the project's goals, raising public awareness, enrich and enhance dissemination activities could be the following:

- providing targeted information to multiple audiences (the media, general public, tourism industry stakeholders, policy makers, NGOs tc.), in a strategic and effective manner and possibly engaging in a two-way exchange
- implementation of participatory approach, if possible, in all activities
- usage of official web sites and social media accounts of project partners as well as

Virtual Chamber to spread the word about the project and to raise public awareness about the importance of implementing sustainable approach in tourism development

- organizing networking and educational events in pilot area to engage different stakeholders and to ensure long-term relationships with them, as well as to influence policy and practice in the field of tourism development and protection of natural and cultural heritage, and share knowledge and experience
- participation of project partners in national and international events (e.g., conferences, seminars, meetings, round tables, etc.) which are relevant to the project activities, to disseminate project results, increase project visibility, raise public awareness and establish contacts with relevant stakeholders in the field

Institution “Agency for Development of Small and Medium Enterprises of City of Trebinje” - Bosnia and Herzegovina

Strengthening the capacities and competencies of actors involved in the protection and management of natural and cultural heritage, as well as for development of sustainable tourism, appears to be priority. Beside various professionals, operators, enthusiasts and wider public, it applies also to all decision-making levels - from local to regional and national to transnational. Strengthening the human capacities of all key actors in particular segments necessary for sustainable development is a basic requirement, as well as raising the awareness of the population on this topic.

Improvement of capacities would also mean exchange of experiences and knowledge of relevant actors, including international partners.

Realization of trainings and workshops in Trebinje within the PRONACUL project showed the importance of the need to organize such events and networking of key actors. Workshops which brought together stakeholders from the private, public and NGO sectors, and initiated exchange and confrontation of opinions, contributed to making some practical proposals regarding further steps when it comes to the protection and touristic valorisation of the Orjen Nature Park. Regular meetings and similar events were underlined as one of the conclusions from mentioned workshops. Capacity building and education must be segmented by categories, where it is essential to include decision makers and authorities, professionals and institutions from corresponding areas, tour



operators and tourist organizations, NGOs, media, children and youth, local population in general (urban and rural).

Transfer of knowledge represents an important mechanism, for example, study visits to other protected areas in Bosnia and Herzegovina, or in other countries, could generate some solutions applicable to particular areas.

Another important aspect is the cooperation of scientific and educational institutions in order to ensure proper understanding of values and obligations. It can include exchange of knowledge by eminent professionals in kindergartens, schools or universities.

Experiences and achievements of the PRONACUL project also need to be presented, but it should also include information about the potential of future cooperation and realization of similar projects.

One of essential tools in these processes could be Virtual Chamber as a platform that provides information on the PRONACUL project, as well as networking opportunities for cooperation and advancements.

When it comes to initiatives related to the protection of cultural, historical and natural heritage and their tourism valorisation, education and capacity building should be conducted at following levels:

- The level of local government that should recognize the importance of such projects;
- State level and BiH entity authorities, institutions and commissions, whose unconditional support is needed for any initiative in accordance to Law;
- Transnational level
- All involved stakeholders interested to participate in projects or actions connected to natural and cultural heritage and its tourism valorisation.

Zagreb County Tourist Board – Croatia

The suggested ways and means of promoting the project's goals, raising public awareness, enriching and enhancing dissemination activities, are as follows:

- Implementing both bottom-up and up-bottom approach
- Vertical and horizontal networking of relevant stakeholders,

- Implementing continuous educational activities for all key stakeholders inside and outside the working groups
 - Continuous monitoring of new trends in the field of cultural and natural heritage, with specific emphasis of sustainable tourism
 - Implementation of multidisciplinary, holistic, inclusive and integrative approach in all activities overall
 - Promotion of EU Policies and EU funding
 - Organization of educational events, coordination events, vertical and horizontal networking events for policy makers, tourism value chain actors, and all relevant stakeholders
 - Implementation of activities for promotion of sustainable tourism and preservation of natural and cultural heritage
 - Development of a communication strategy and action plan and implementation

Municipality of Raška – Serbia

Ways and means of promoting the project's goals, raising public awareness, enrich and enhancedissemination activities could be the following:

- Media promotion and targeted marketing campaign for promotion of sites of natural and cultural heritage in protected areas.
- Creation of a set of tools and measures for increasing inter-information between stakeholders into tourism and creative industry value chains
- Introduction of new technologies for tourist presentation of natural and cultural heritage
- Participation of project partners in national and international events (e.g. conferences, seminars, meetings, round tables etc.) relevant for project activities, to spread project results, increased visibility of the project, raising public awareness and establishing contacts with stakeholders in the field
- Two-way communication with stakeholders in order to identify and remove deficiencies in the tourist offer

- Implementation of a participatory approach, if possible, for all activities
- Dissemination of targeted information to stakeholders in the industry, policy makers, NGOs etc.), and strategic contact database of the members of Cluster
- Usage of official websites and social media accounts of project partners and Virtual Chambers for dissemination of the project and raising public awareness about the importance of implementation of sustainable approach in tourism development
- Organisation of networking and educational events in pilot areas to engage different stakeholders and to establish long-term relationships with them, and to influence policies and practices in tourism development and protection of natural and cultural heritage, and knowledge and experience exchange
- Organisation of networking events, organisation of themed events, informing members of trends in tourism.

Metropolitan City of Bologna – Italy

The growth of a tourist destination also passes through responsibility towards the people working in this sector. Indeed, capacity building activities are needed to support stakeholders and operators of the tourism sector through training and discussion. The identification of training needs is specifically crucial for the definition of relevant training activities by considering the diversified targets.

In the framework of the “Bologna-Modena Tourism Territory” 'concertation tables' of a technical-political nature have been created, with the participation of public and private stakeholders: The 'Table for tourism in the Apennines', the 'Table for tourism of the Bolognese Plain' and the 'Table for tourism of the Imola district' more recently set up, represent the main space for discussion and networking between the stakeholders.

The Tables establish an organisation based on a permanent process of participation through a 'bottom-up' approach, which would allow among others the identification of specific training needs by considering medium-long term goal to be achieved. Discussions and consultations are also a very important tool for mutual learning among participants.

For this reason, although the levels of participation in the Tables by the public and private sectors differ considerably between the various territorial sub-areas, it is expected



that there will be an increasing participation, especially by private operators, aiming to make the Tables perceived as the operational tool for developing shared projects and strengthening the process of working together.

The Tables meet periodically throughout the year (indicatively between 6 and 8 meetings per year) and face transversal themes across the various territorial sub-areas; they meet jointly and/or activate presentations of best practices that have characterised the operators of a sub-area and that may be of interest to the operators of the other Tables in the development of similar projects.

Centre for the promotion of entrepreneurship Piran Ltd – Slovenia

The Decree on the Strunjan Landscape Park stipulates that the Government of the Republic of Slovenia shall establish a public institution for its management, which must have a council of the institution, an expert council and a director. The organization of the institute is specified in more detail in the government decision on the establishment of the Public Institute Krajinski Park Strunjan (Official Gazette of the Republic of Slovenia, no. 76/08 and 100/08). The institute's council is the highest governing body. It consists of nine members, five of whom are representatives of the founder (the state), three representatives of park local communities (Piran and Izola municipalities) and one employee representative. The institute's expert council consists of the director of the institute, two experts from the ranks of employees of the public institute and two external experts, one of whom was proposed by Institute of the Republic of Slovenia for Nature Conservation (ZRSVN).

The director manages and organizes the work and operations of the institute, represents the institute and is responsible for the legality and professionalism of the institute's work. Due to the small number of employees, the institute does not have organizationally separate departments for now. The institute takes care for regular capacity building and upgrade of skills and expertise of the employees.

6.6 Investment Attractions and securing funding

Regional Development Agency Zasavje – Slovenia

In order to improve the quality and preservation of natural resources in the



municipality of Zagorje ob Savi, funds from various sources will have to be allocated in the future to finance larger projects that will ensure the appropriate quality of natural and cultural resources for sustainable tourism. The mid-term main potential sources of funding in Slovenia where tourism sector will be supported are:

- Cohesion Fund

Slovenia will benefit from 3.26 billion EUR in Cohesion Policy funding between 2021-2027 to support the sustainable development of its economy. The details and strategy for these investments are set out in the Partnership Agreement between Slovenia and the EU Commission. These EU funds will address the regional disparities in the country by boosting innovation and competitiveness in different fields including tourism sector, enabling the economy's digital transformation, investing in social inclusion, skills training and employment, and helping reach the country's climate and biodiversity goals.

- JTF funds

249 million EUR from the Just Transition Fund (JTF) will promote a just energy transition by helping the Savinjsko-Šaleška region shift away from coal by 2033, and the restructuring of the Zasavje region. The JTF will focus particularly on strengthening training and employment opportunities, contributing to the diversification and resilience of the local economy and reviving degraded areas.

- Interregional funds

Slovenia will invest 806 million EUR under the European Regional and Development Fund (ERDF) for a greener, low-carbon transition towards a net zero carbon and resilient economy. The funds will contribute to the decarbonisation of the country. EU funds will also mitigate climate change risks, promote circular economy in businesses, ensure an efficient management of water resources, and protect ecosystems and biodiversity.

- Local Funds

Each year local municipalities secure part of annual budget for the development of agriculture and development of tourism on local level. In the Zasavje region approximately 100.000 EUR is available for investment in tourism sector each year.

LAG Eastern Venice – Italy

As shown by the analysis of the GIRALEMENE system, it is appropriate to mention the various funding opportunities made use of by the Development Agency (VEGAL). In its initial phase, as a "Cyclofluvial Itinerary", GIRALEMENE was financed under the Local Development Plan (PSL) "Itineraries, landscapes and products of the Earth" 2007/2013 Axis 4 Leader drawn up by Vegal and included in the Development Program Rural (PSR) of the Veneto Region.

Subsequently, this planning was supported through the Local Development Program (PSL) "Points, Surfaces and Lines in Eastern Venice" 2014/2020 Axis 4 Leader, Rural Development Program (PSR) of the Veneto Region, as part of the key project "Itineraries", aimed at improving and enhancing the four itineraries: GiraLivenza, GiraTagliamento, GiraLagune and GiraIemene. At the same time, integrated valorisation programs were launched, such as the "GIRALEMENE Commerce District" (DGR 10.14.2014), crowning more limited local paths created through regional tenders (Caorle, Concordia Sagittaria, Portogruaro), aimed at creating "Natural Shopping Centers". At the same time, on a transnational scale, implementation frameworks have already been identified to improve and expand this planning, i.e. the strategic INTERREG Italy-Slovenia "AdrionCycleTour" project and the INTER BIKE III capitalization project.

The cohesion programming of the Veneto Region is based on two pillars: the Regional Plan, in implementation of the ERDF funds (European Regional Development Fund) and the ESF (European Social Fund). These pillars, in coordination with the Cohesion Plan and with the resources of the PNRR, can represent an important source of funding.

At the European macro-regional level, INTERREG programming, both on a transnational (IT- HR, IT-SI) and broader scale (MED, ADRION), EACEA programming, as well as programs dedicated to the local development of the sector (LEADER) provide the tools suitable for sustainable tourism development.

Rijeka Tourist Board – Croatia



Since Nature Park Žumberak-Samobor Highlands was founded by the Croatian government and is therefore a public body, funding opportunities can arise on the European Union level, and on Croatian national level. Besides the European Commission and similar bodies of the European Union, funding on the national level can come from Ministry of Culture and Media of the Republic of Croatia, Croatian Tourism Board and Zagreb County.

The EU institutional framework for protection and valorisation of cultural heritage is extensive. It consists of more than 20 policy instruments and strategic documents that define the meaning and promote the importance of cultural heritage, and enable implementation of incentives in the field of valorising cultural heritage in the European Union. Some of the most prominent EU policies for valorising cultural heritage are A New European Agenda for Culture, Agenda for a sustainable and competitive European tourism, European Framework for Action on Cultural Heritage, Council of Europe Framework Convention on the Value of Cultural Heritage for Society, Europe 2020, and Agenda 2030. Culture and heritage are also the fundamental basis of Sustainable Development Goals (SDGs), as an interconnecting factor in all the SDGs, particularly in SDG 8: Promote inclusive and sustainable economic growth, employment and decent work for all, SDG 11: Make cities inclusive, safe, resilient and sustainable, SDG 17: Revitalize the global partnership for sustainable development (United Nations, 2021). For this reason, there is a vast array of EU funding possibilities available for museums in Europe, including ecomuseums - The European Framework for Action on Cultural Heritage, Erasmus+, Horizon 2020, Europe for Citizens, European Regional Development Fund (ERDF) and European Territorial Cooperation (Interreg), Asylum and Migration Fund (AMF), Citizens, Equality, Rights and Values (CERV), Digital Europe. Regarding EU funds, the following support this theme - European Agricultural Fund for Regional Development (EAFRD), European Regional Development Fund (ERDF), European Social Fund+ (ESF+), European Solidarity Corps, INVESTEU. Another potential opportunity is also one specific form of public-private partnership (PPP) that is different than just the usual EU project consortium format. Apart from the traditional model of financing infrastructure projects, in which the public body through its own funds or bank loans pays

for the services of executors, there is also the possibility of public-private partnerships which does not represent a method of financing, subcontracting or privatization, but only a method of procurement or implementation of public infrastructure projects.

Ilia Chamber – Greece

The SMEs active in the regional unit of Elis represent the backbone of the regional and national economy, playing a crucial role in controlling unemployment and the outflow of human capital while "weaving" a connective tissue of society via the development of trusting relationships with partners and customers.

However, access to funding is scarce, therefore the project needs to seek available financial mechanisms to provide assistance to everybody, including small and medium-sized businesses, with the goal of assuring not only their short-term liquidity, but also their long-term viability and employment.

Entrepreneurship and Business Association LiNK - Bosnia and Herzegovina

In order to be able to protect the sites and manage them, it is necessary to provide means for their smooth functioning. Funds are needed in order to succeed in realizing the goals set by the strategy. All actors should be involved in securing funds: from the local level, regional level, EU funds, etc.

All previous investments were important for the increase in visits. As places became more infrastructural developed, there will be more tourist interest.

Up to now the most of investments came from the:

- Local level through City Councils,
- Federal government and Ministries on entity and canton level,
- EU funds, in particularly from the projects that are oriented to the cultural heritage protection and tourism development.

Additional sources of funding that need to be included and considered for upcoming activities are:

- International tourism organizations and other international donors via different programs of support – these programs could help in improving infrastructure



- Foreign investors (which can be attracted by promotion and presentation of national businesses and tourism offers - networking is crucial for these kind of investors).

University of Novi Sad, Faculty of Sciences – Serbia

To enable sustainable development and preservation of natural and cultural heritage, one of the important tasks is to secure funding for the management of natural and cultural heritage sites and to create favourable investment environment.

Since National Park Fruška gora was founded by the Serbian government and is therefore a public body, funding opportunities can arise on the European Union level, Serbian national level and Vojvodina province regional level. Funding on the national and regional level can come from Serbian Government, Ministry of Environmental Protection, Ministry of Culture and Information, Ministry of Trade, Tourism and Telecommunications, Government of Autonomous Province of Vojvodina. Regarding European level, there is a wide range of funding opportunities for projects and initiatives in the field of culture, tourism and environment, such as Erasmus+, Horizon Europe, European Regional Development Fund (ERDF), Interreg IPA CBC...

Institution “Agency for Development of Small and Medium Enterprises of City of Trebinje” - Bosnia and Herzegovina

As mentioned earlier in the text, the Orjen Nature Park is being managed by the Center for Karst Management. Funds for financing the maintenance and development of the park are provided through the budget of the Republic of Srpska and local administration. However, some more significant initiatives that involve more serious funds and investments require financing from external sources, such as projects financed by the European Union and other donors. Since this is the practice in other partner countries, it seems that this would provide an opportunity for additional exchange, support and new partnerships.

Even if need for preservation of cultural and natural heritage is recognized, and innovations in this area would be appreciated, funding of such activities is generally insufficient due to lack of available means. Regular activities are being performed, but more significant interventions are made rarely and according to priorities. In practice, it



can be said that improvements in terms of managing cultural/historical/natural heritage as well as innovations in this area, are subject to initiatives coming through externally funded projects and cooperation between institutions and other interested organizations as well as enthusiasts.

Public-private partnerships (PPP), also applicable according to Law, can be used as sort of managing and preservation of cultural heritage. Different PPP models can be used, but in any case it should be tackled carefully as prioritising economic indicators and profit could lead to the neglecting of main goal - protection of cultural and natural heritage and then its potential valorisation in tourism.

Cross-border cooperation programs represent a significant potential for funding various projects and initiatives, primarily bearing in mind that part of the Orjen mountain is located in Montenegro. This opens up opportunities for cooperation with institutions dealing with the management of natural and cultural heritage and the development of tourism in this country.

Zagreb County Tourist Board – Croatia

Since Nature Park Žumberak-Samobor Highlands was founded by the Croatian government and is therefore a public body, funding opportunities can arise on the European Union level, and on Croatian national level. Besides the European Commission and similar bodies of the European Union, funding on the national level can come from Ministry of Culture and Media of the Republic of Croatia, Croatian Tourism Board and Zagreb County.

The EU institutional framework for protection and valorisation of cultural heritage is extensive. It consists of more than 20 policy instruments and strategic documents that define the meaning and promote the importance of cultural heritage, and enable implementation of incentives in the field of valorising cultural heritage in the European Union. Some of the most prominent EU policies for valorising cultural heritage are A New European Agenda for Culture, Agenda for a sustainable and competitive European tourism, European Framework for Action on Cultural Heritage, Council of Europe Framework Convention on the Value of Cultural Heritage for Society, Europe 2020, and Agenda 2030. Culture and heritage are also the fundamental basis of Sustainable



Development Goals (SDGs), as an interconnecting factor in all the SDGs, particularly in SDG 8: Promote inclusive and sustainable economic growth, employment and decent work for all, SDG 11: Make cities inclusive, safe, resilient and sustainable, SDG 17: Revitalize the global partnership for sustainable development (United Nations, 2021). For this reason, there is a vast array of EU funding possibilities available for museums in Europe, including ecomuseums - The European Framework for Action on Cultural Heritage, Erasmus+, Horizon 2020, Europe for Citizens, European Regional Development Fund (ERDF) and European Territorial Cooperation (Interreg), Asylum and Migration Fund (AMF), Citizens, Equality, Rights and Values (CERV), Digital Europe. Regarding EU funds, the following support this theme - European Agricultural Fund for Regional Development (EAFRD), European Regional Development Fund (ERDF), European Social Fund+ (ESF+), European Solidarity Corps, INVESTEU. Another potential opportunity is also one specific form of public-private partnership (PPP) that is different than just the usual EU project consortium format. Apart from the traditional model of financing infrastructure projects, in which the public body through its own funds or bank loans pays for the services of executors, there is also the possibility of public-private partnerships which does not represent a method of financing, subcontracting or privatization, but only a method of procurement or implementation of public infrastructure projects.

Municipality of Raška – Serbia

In order to enable sustainable tourism development in protected areas while preserving the natural and cultural heritage, it is necessary to provide financial resources for the management of these sites without compromising their characteristics.

Local Financing – According to the general strategy of local, regional authorities, one of the most important potentials for development is tourism. Adopted acts oblige local authorities to concretely stimulate the development of this branch of economy with specific projects and to provide local resources for maintaining and developing the tourist offer. The resources of the protected area guarantee that in the future the main priority of local policies will remain enhancing and developing this area as a tourist destination.

National Financing – Above all, due to mountain winter tourism, the Raska Region has been recognized for decades as one of the most important tourist destinations.



Long-term national plans for this part of Serbia set tourism at the top of the priorities for continuous development of this part of Serbia. The geographical characteristics of the terrain, the areas with untouched nature and the precious cultural heritage are resources that permanently direct the decision makers, above all the Government of the Republic of Serbia, to provide resources for the development of tourist destinations through projects. Within its competencies, the Ministry of Trade, Tourism and Telecommunications is responsible for the projects stimulating the development of the tourist offer, while the Ministry of Environmental Protection is responsible for the projects protecting the natural resources, and the Ministry of Culture is responsible for the protection and promotion of the cultural heritage.

European Funds – At the European level, there is a wide range of possibilities for financing projects and initiatives in the fields of culture, tourism and environment. The benefits of European projects include adopting good models of development, exchanging experiences and increased visibility of the tourist potentials of the Raska District. Programs of the European Union such as Erasmus+, Horizon 2020, European Regional Development Fund (ERDF), Interreg IPA, CBC and others are opportunities for financing development projects.

Independent income - Through the improvement of management and better promotion of natural and cultural content, creating a favorable investment environment creates an increase in the number of visitors. This is an opportunity to increase the own incomes of local companies, rural households and tourist organizations. These funds will be reinvested in further development and improvement of accommodation and other services. For this, a continuous development of new innovative tourist products is necessary to attract visitors.

Metropolitan City of Bologna – Italy

To secure funds for the management of cultural and natural sites, it is necessary to diversify the source of funding and attract new investments. It is important to combine the exploitation of Europe funding from the new programming period with the access to innovative finance, as crowdfunding, foundations and sponsors, and private fundraising.



In addition, it is necessary to support the relaunch of tourism in protected areas by aiming to create sustainable businesses and quality jobs, investing in strategic assets and cross-cutting thematic products that generate new investment opportunities. At the same time, strengthen promotional and marketing actions, support investment in the upgrading and innovation of accommodation facilities, and give continuity to the enhancement of public assets and to the urban and environmental regeneration of these territories.

Combining this approach by supporting micro-credit initiatives for the development of self-employment and micro-enterprise activities; facilitating skills upgrading of small and medium enterprises; promoting tools for access to credit and call for tenders for new business by experimenting news forms of consultancy and fostering useful connections through platform and network (e.g. Pronacul Virtual Chamber).

Centre for the promotion of entrepreneurship Piran Ltd – Slovenia

Total material costs and investments change significantly over the years in individual management areas, depending on the expected project or sector funds. The measures are divided into three sets according to the necessity of their implementation in order to achieve the objectives of preserving the protected area. The objectives and measures, are divided and marked as Priority 1, Priority 2 and Priority 3. The implementation of measures with importance 1 is necessary to achieve the objectives, therefore, as a rule, it is financed from budget funds. The implementation of measures with an importance of 2 is important for the achievement of the objectives, and without their implementation not all objectives will be achieved. It is therefore planned for these too to be mainly financed from budget funds. Measures that have an importance mark of 3 are those that achieve additional effects and are implemented only if additional resources are provided for this purpose. The contents of these measures are financed from various project funds, and success in obtaining funds cannot be predicted in advance.

6. PRONACUL's mission to improve cultural and natural heritage sites' management

The PRONACUL project has unquestionably had a significant impact on the establishment of a more modern, realistic, and Adriatic-Ionian region-oriented approach to the



management of the natural and cultural heritage site, producing already multiplier effects at both the partnership and macroregional levels, primarily through the implementation of the project's common methodology via the Virtual Chamber and the dissemination of the *Common Strategy on Transnational, National, Regional, and Local Policy Improvements* to policy makers, SMEs, think tanks and all the relative actors of the broader tourism chain at local, regional, national and international level.

The comparative advantage of the aforementioned interventions is that they have a sound foundation and have already been evaluated using the program's participatory approach, thus they serve as best practices and examples of good governance, to be adopted and incorporated into policy proposals, with the ultimate goal of fostering the tourism industry and the creation of jobs and income in the Adriatic-Ionian region, while on the other hand maintaining and safeguarding the rich natural and cultural heritage of aforementioned macroregion.

The **Virtual Chamber** is indisputably the major instrument and focal point of this unified approach, having been conceptualised and built to serve as an executive arm of the project's Common Methodology.

With this holistic approach in mind, the Virtual Chamber is already serving as a permanent support service for protected areas, which is constantly updated and enriched through the engagement of stakeholders in the targeted areas. To this purpose, the virtual platform has been designed as a dynamic virtual portal that serves as the principal virtual platform for the PRONACUL initiative.

Furthermore, as a stakeholder advisory service, the Virtual Chamber will continue to provide partners and actors in the tourism value chain with the opportunity to collaborate and exchange experiences and best practices in the management of natural and cultural heritage, learn about new initiatives, and be presented with exciting project collaboration opportunities.

By spreading the same method to other Adriatic-Ionian protected areas, the Virtual Chamber enables interested enterprises and stakeholders to be showcased individually at the



partner level, as well as the objectives of their activities and services throughout the project's life cycle, while local products, points of interest, events, and other services are promoted in general.

A public section for each VC member dedicated to Routes, Cultural events, history, or other cultural tourism products, links to existing websites for additional information, and an interactive map that can be used to display businesses and records in the tourism culture area will increase the project's networking and dissemination opportunities.

Emphasising the concept of promoting and preserving natural and cultural heritage, as well as assisting in the development of transnational strategies for the joint promotion of the Adriatic region, the Virtual Chamber has definitely paved the way for the qualitative upgrading of the tourist destination in the Adrion region, making it more sustainable, flexible, and attractive, with the ultimate goal of increasing the tourist flows, supporting employment, and boosting local economies.

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