



Provincia  
di Ancona



## **M.A.R.I.N.A.S. project (COD. 216)** **Interreg III A – Cross Border Co-operation in the Adriatic**

**Project title: M.A.R.I.N.A.S. - Modelling Adriatic Routes – Integrating Networks and Areas in the Adriatic Sea – Strategies for integrated tourism in the Adriatic**

### **A short introduction to the M.A.R.I.N.A.S. initiative:**

The M.A.R.I.N.A.S. Project fits in **Axis 1, Measure 1.3, Action 1.3.5**. The Project's aim is to create a network of public and private bodies promoting the Adriatic sea as sea of union and continuity, according to a promotion of an integrated Adriatic tourism area. The project will allow a tourism growing up and qualification, with particular reference to the yachting, by the development of an integrated tourist offer able to valorize the historical, cultural, economical and social complexity of the territories. The involvement of institutions, operators and territories will permit the creation of a new tourist offer able to strengthen the local systems, the tourist operators, the Public Administration (supply of innovative and advanced services) and the SMEs working in tourism. The final **beneficiaries** of the initiative are the tourists visiting and traveling in the territories involved in the action and in particular the yachting tourists. The building up of a network of Adriatic marinas, of virtual and physical info desks and of a portal with on-line services (specialized in nautical) will allow the promotion of the territories in an integrated way and the supply of innovative services to tourists and users. **Themes:** development of an integrated tourism in the Adriatic. **Area:** all the Adriatic area.

### **M.A.R.I.N.A.S. OBJECTIVES**

#### **General Objectives:**

- **Promote the economical, social and cultural collaboration in the Adriatic area** and create a strong social, economical and cultural dialogue emphasizing the common resources and the integrated actions for the growing up of the local tourism systems able to create positive impacts.
- **Create better navigation conditions for the sea tourists, meant as traveling community able to fully benefit from the qualification of the Adriatic tourist offer**, from the building up of services and networks, the classification of the services and the development and promotion of the tourism potential of the internal areas.
- **Create an integrated tourist offer**, in which the development of the common origin and identity of the inhabitant peoples can be the base for new development opportunities of the local economical systems, new jobs and new professionals to be engaged in supplying tourism services, organizing and promoting cultural activities and using the ICT.
- **Promote an integrated and sustainable development of the sea tourism and the internal areas**, oriented to qualify and range the products and the tourist offer and aimed to create the conditions for a gathering awareness of the sea protection and a strengthening of a sustainable tourism in Adriatic.

#### **Specific objectives:**

- Improve the knowledge of the involved areas, referring to the local economical systems, cultural and artistic heritage, public and privates bodies engaged in the development of tourism services (marinas and tourist ports, SMEs working in tourism, etc..).
- Experiment and exchange know-how, best practices and innovative models in the tourism with the aim to qualify professionals and services, referring in particular to the receptions of tourist ports, marinas, the IAT/APT etc.. and the marketing experts dealing with promotion and development of the territories.
- Create an innovate model of integrated tourism offer promoting both the integration processes between the Adriatic countries and the cooperation experiences among sea tourism operators and territorial marketing experts with the aim to create a tourism model answering to a new demand of the tourism market. This integrated tourist offer will be able to involve the local heritages according to a bottom-up approach, starting from history, culture, tradition and natural resources of each territory.
- Strengthen the networking of the Adriatic tourist ports by the building up of a portal able to provide nautical tourists with on-line innovative services (contact, information, assistance, booking, etc);



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animation and promotion of the territories; use of the ICT for the promotion of the historical, cultural and natural resources. The quality improvement of the provided services allows a better efficacy of the tourism operators activity facing to the tourists requests, referring in particular to nautical tourists, and furthermore to qualify the territories themselves.

- Plan, develop and experiment models of tourism accessible to everybody, fostering the dialogue with persons with special needs and promoting a wider awareness of an accessible tourism, meant as further model of tourism offer able to respond to new needs and integrate them in the overall tourism offer of a territory (experimentation of “ad hoc” tourism offer, as mini-cruises and appropriate destinations). The accessible tourism represents a new approach to the tourism, in which the cultural, physical, psychological, linguistic and religious differences represent a further resource of the territories involved.

## WORK PACKAGES

### **WP1 – Mapping of services, marinas, institutional operators and private subjects (trade association, organisations, universities, research institutions, small and medium enterprises, etc.) which are engaged in the tourist sector and local development. ( WP1 Coord.: Chamber of Commerce, Industry, handicraft and Agriculture (CCIAA) of Ancona)**

The objective of WP1 is to offer a framework of the reference area of the project by carrying out a study and a preparatory data research activity for the implementation of the established objectives.

This will be used to preview the development perspectives of the Adriatic sea which is an integrated tourist area with high qualitative service standards and the exploitation of shared resources of historical, cultural, artistic, environmental, tourist nature. The WP activities will give the possibility to identify the **guidelines to develop innovative tourist market sectors** in terms of **supply expansion** as well as to meet the new demand (integrated tourist offer, **development in the tourist sectors of yachting linked to a tourist offer which intends to improve the inland resources** ).

### **WP2 – Group for the Promotion of Integrated Tourism in the Adriatic and the Development Plan for Integrated Tourist Offer. (WP2 Coordination: Province of Ancona)**

The objective of the current WP, as acquired from the activity 1.4, is to promote the territories and their specificities through the dialogue between public and private subjects committed in the tourist sector. The WP will analyse the potentialities that integrated tourism has as an instrument for the improvement and opening of new sectors of the tourist market. A “Group for the Promotion of Integrated Tourism” will be in charge of formulating a Programme for the Development of the Integrated Tourist Offer, planning and elaborating a Guide to integrated tourism in the Adriatic (sea-inland and coast-coast itineraries, joint tourism offer, etc.), and the creation of specific experimental offers which can be realised in collaboration with institutional subjects and the involvement of private operators of the tourism sector (hotelkeepers, campsites, restaurateurs, wine producing companies, farm holidays, associations and enterprises which promote and organize naturalist tourism initiatives, museum and theatre networks, etc.) which are present in every involved territory.

### **WP3 – Creation and/or extension and strengthening of services regarding the “network of yacht marinas and the tourist regions of the Adriatic” (Responsible: Province of Ascoli Piceno).**

The WP3 aims at strengthening the network of tourist ports, through the modern Communication and Information Technologies, and to set an Adriatic agreement to build an open source software support system (free software), with which information can be communicated and by which services for yachting can be supplied through a portal. Integrated tourism itineraries will be published on-line and will be indicated on a thematic/geographic interactive map which will be shown on-line depending on the destination chosen by the tourist (physical maps indicated in point 3.5). The planning and developing of the software using a portal of services, which was activated in network of tourist ports, will be carried out by a specific Group for the planning and development of software (G.P.D.S.) and by service planning. The on-line services will be gradually developed, validated and tested. The institutions will be sponsors of the protocol/agreement framework for informatics sharing, communication and exchange of digital tourist contents.

### **WP4 – Building a homogeneous Adriatic area (Coordinator WP4: Province of Teramo)**

WP4 aims at encouraging and strengthening the network of public and private subjects in the reference area of the project, and to extend it to other and more subjects, to involve and share the planning mechanisms of



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network activities and offers, to expand the virtual ties A.V.I. of the involved marinas, to activate and experiment the planned and devised services in the area of activity 3.2 which will be on-line using virtual junctions called A.V.I., hosted by the portal M.A.R.I.N.A.S.. The A.V.I. will allow to extend the services offered to those who like yachting by the marinas in the Adriatic and will assist the already active welcoming desks at the tourist ports. The promotion of the initiatives of integrated offer will happen through the network activated by M.A.R.I.N.A.S. and will be realized thanks to the collaboration of the tourist operator such as tourist agencies and/or tour operators, hotel keeper associations, restaurateur associations etc. An experimental and demonstrative model of building a tourist offer from the bottom, will be carried out in the range of Province of Venezia and the Municipality of Monte San Vito and Morro D'Alba and will be repeated in Albania (WP5)

**WP5 – Experimentation on interventions and innovative experiences of integrated tourism and Mediterranean dialogue. (WP5 Coordinator: Province of Venezia)**

The objective of WP5 is to test the concrete accomplishment of the interventions which appreciate integrated tourism according to the principles of participation and environmental sustainability such that integrated tourism in the Adriatic begins to grow successfully.

The creation and the activity of three “Local laboratories for integrated tourism”, in the territory of the Province of Ancona and that of the Province of Venezia, will be used to carry out pilot experiences in order to measure the possibilities and the difficulties that emerge from the various local situations and the concrete application of an “Adriatic route” for integrated tourism in inland areas linked to the organization of tourist ports.

**WP6 – Communication and dissemination of results and system mainstreaming. (WP6 Coordinator: Province of Ancona)**

A unitary communication strategy for the initiatives of M.A.R.I.N.A.S. will be identified. The dissemination activity will be strengthened by the informative workshops as in activity 2.6, transnational seminars and on-line seminars, the production of materials and the organization of events to promote the marinas' network and integrated tourism in the Adriatic.

**WP7 – Coordination and management of the project initiative (WP7 Coordinator: Province of Ancona)**

The objective of WP7 is to promote the active participation of all the members of the partnership in the implementation of the project initiative and to ensure a correct and efficient project management, its implementation and the achievement of the expected results.

ITALIAN ADRIATIC REGIONS	ADRIATIC EASTERN COUNTRIES
<b>Marche Region</b> Province of Ancona SVIM Spa Chamber of Commerce of Ancona Province of Ascoli Piceno Municipality of M.S. Vito (AN) Municipality of Morro d'Alba (AN)	<b>Albania:</b> Durrës Regional Council Prefecture of Durrës
<b>Abruzzo Region</b> Province of Teramo	<b>Serbia-Montenegro</b> Regional Chamber of Commerce of Uzice
<b>Puglia Region</b> Province of Lecce	<b>Croatia</b> Županija Šplitsko-Dalmatinska
<b>Veneto Region</b> Province of Venice	<b>Montenegro</b> Municipality of Bar

**TOTAL BUDGET:** € 722.903,02

**MONTHS:** January 2007 – May 2008 (17 months)