

NAVIS: The “Cultural Port” in action

PARTNERS

1	European Centre for Byzantine and Postbyzantine Monuments	GREECE
2	Regional Association of Municipalities of Ionian Islands	GREECE
3	Autorità di Sistema Portuale del Mare Adriatico Centrale	ITALY
4	Autorità di Sistema portuale del Mare Adriatico Settentrionale - Porti di Venezia e Chioggia	ITALY
5	Filozofski fakultet Sveučilišta u Splitu	CROATIA
6	Lučka uprava Split	CROATIA
7	Luka Koper, pristaniški in logistični sistem, d.d.	SLOVENIA
8	Instituti i Monumenteve të Kulturës “Gani Strazimiri”	ALBANIA
9	Opština Kotor	MONTENEGRO
10	Opština Bar	MONTENEGRO

The NAVIS project

NAVIS project will try to face the city-ports around the area as a unity which -besides diversities, specific characteristics-shares common values, needs for an advanced presentation and promotion of its cultural assets. It aims at creating a joint strategy framework for the valorisation of the cultural assets of the city-ports through development, application of a common methodology based on a participatory approach to stakeholders towards the promotion of cultural tourism. It will contribute to the promotion and awareness-raising of the heritage value of historic city-ports of the Adriatic–Ionian through documentation and the creation of an innovative interactive database combining heritage and living industry to stimulate attractiveness of city-ports and the active ports. The methodology will be applied and tested in city-ports where cross-sectoral networks will be established. The experiences will result in a joint strategy proposal for the development of the “Cultural Port” brand identity in the ADRION area capitalising on existing successful initiatives and creating synergies. The “Cultural Port” can be a unique opportunity for the city-ports to add to their existing brand identities differentiate their cultural offer, reinforcing their cultural identity and positioning them as distinctive cultural destinations. An institutionalized and permanent cooperation will be established between the city-ports, the public and private sectors, research centres, cultural/creative operators and tourism operators, through the active ports, which play key role in smart sustainable development combining the port’s economic, logistic and industrial activities with a cultural heritage and creativity. They are interface between the city and the sea, places where economic-human-global-migration processes are concentrated. They are “magnet” for induced activities and thus an “incubator” for new services/activities.

The main overall objective of the project

To jointly promote the city-ports of the Adriatic-Ionian as integrated and unique cultural destinations through institutionalized cross-sector and transnational cultural-tourism cooperation and contribute to the innovative valorisation and awareness raising of the common heritage value, the cultural and creative assets of the ports in the Adriatic-Ionian through the design of a Joint

Strategy and building of a Brand Identity: the Cultural Ports of the Adriatic-Ionian as an “umbrella” action for cultural-tourism territorial development around the city-ports. Using successful experiences, the project aims to promote in the best way the cultural character of the city-ports and to establish a new brand identity, the “Cultural Port” as to establish a permanent transnational cultural cooperation between the city-ports, promote them as unique cultural destinations and introduce intensive cooperation among relevant stakeholders (private-public) to face common challenges and build solid solutions (tourism flows, ports heritage, information system). The valorisation of cultural heritage will be enhanced since the project proposes the research of cultural/industrial and creative assets of the city-ports and the creation of innovative cultural itineraries (digital-physical) which will include contemporary products of high quality for tourism use. The transnational networking among partners-stakeholders will have as its ultimate aim to establish cultural-tourism cooperation among the city-ports, develop a cultural-tourist-economic-social network-under on-going successful efforts at transnational level, e.g. AI-NURECC Initiative improve the management capacity and promote and support private enterprises involved in the tourism-cultural sectors. The ‘Cultural Ports’ will ultimately pursue to become the “umbrella” action for development initiatives at all territorial levels through the active ports of the area. All these contribute to the ADRION specific objective.

The main challenge

The main challenge for NAVIS is to harness the long experience and know-how of his partners in the management of development sectors i.e. cultural heritage and tourism within the context of the “EUSAIR” and “European Territorial Cooperation”. To this end, it shall promote the ‘Cultural Port’ as an umbrella Institution for a number of inter-regional development initiatives with effects not only to the local economies but also to the broader Adriatic and Ionian Region. The partners have sufficient knowledge and networking with major actors who are active in the area and are associated with the development areas addressed by NAVIS project. They represent the whole range of actors i.e. research centres, local self-administration, public administration, and entrepreneurship. They are scattered throughout the Adriatic-Ionian basin thus making it possible to reach the maximum geographic coverage. It is worth pointing out the role of the actors from Marche Region, who have a key role in the targeting of the project. NAVIS is a multi-levelled project aiming, through high priority local actions, to cover the whole geographic area. It shall strengthen the cultural tourism in the area through the development of essential cross-border cooperation products such as the e-platform of areas, monuments, itineraries etc. the co-production of a documentary to be broadcasted on all media, the exhibition that shall be hosted in many regions, the publication that shall constitute a valuable tool for the tourist market etc. Through local actions, it shall enhance forms of tourism that are of special importance for the area i.e. cruises (Split) and yachting (Ionian islands), archaeological tourism (Albania). It addresses such essential issues as the cultural heritage of the port building infrastructures and entrepreneurship (Ancona), the contribution of digital tools in the management of cultural assets at the entrance gates/ports (Venice and Koper). The main overall objective of the project is to To jointly promote the city-ports of the Adriatic-Ionian as integrated and unique cultural destinations through institutionalized cross-sector and transnational cultural-tourism cooperation and contribute to the innovative valorisation and awareness raising of the common heritage value, the cultural and creative assets of the ports in the Adriatic-Ionian through the design of a Joint Strategy and building of a Brand Identity: the Cultural Ports of the Adriatic-Ionian as an “umbrella” action for cultural-tourism territorial development around the city-ports.

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