

Venetian Routes:

Enhancing a shared European multi-cultural sustainable Tourism (VeRoTour)

The project aims to implement and enhance a trans-national thematic cultural route linking the extraordinary and complex system of maritime routes, settlements, defensives fortifications and cultural heritage dating back to the Republic of Venetia (the so-called Serenissima).

Since 1300 and throughout almost five centuries the Venetians used a system of routes to communicate, mainly for commercial reasons, with the other peoples of the Mediterranean. Basing on a well-developed network of stakeholders and thanks to the cooperation between the public-private partners of the consortium, the project aims to contribute to the diversification of trans-national thematic tourism offer in Europe, by capitalizing on common cultural heritage on European level and by making of sustainability an essential element for being more competitive.

The transnational public – private partnership of the project consortium will enhance their mutual influence dating back to the Republic of Venetia while developing trans-national and sustainable tourism products and carrying out a joint trans-national communication strategy. Small and micro-sized enterprises (SMEs) will be directly involved in the project thanks to a strong participation of Chambers of Commerce sited in Euro-Mediterranean area in the aim to increase SMEs' skills and competitiveness.

Overall objectives:

- Capitalizing on common Venetian legacy in Europe to diversify European tourist offer
- Promoting sustainable cultural-tourism approach toward Euro-Mediterranean cultural and natural heritage linked to Venetian routes
- Taking advantage of the growing importance of the Silk Road tourism to enhance Venetian routes as the European terminus of the Silk Road
- Contributing to the European Union policy of making Europe a more competitive tourist destination
- Creating business opportunities in sustainable cultural tourism sector

Specific objectives:

- Creating a permanent network and fostering networking among public-private partners
- Developing trans-national tourist offers and packages linked to Venetian legacy in Euro-Mediterranean area as a means to stimulate business opportunities while promoting dialogue, democratic culture and sustainable tourism
- Increasing SMEs capacity and stimulating co-operation among Venetian routes
- countries and regions while working for ensuring a unique travel experience along the

Venetian routes

- Developing trans-national communication and branding strategy to increase visibility and market uptake.

Project duration : 1st May 2013 to 31 October 2014

Coordinator: Regione Veneto (Italy)

Partners:

- Marco Polo System GEIE (Italy)
- UNWTO - United Nations World Tourism Organisation (Spain)
- Region of Creta (Greece)
- Art Kontakt (Albania)
- Municipality of Palmanova (Italy)
- Forum of Adriatic and Ionian Chambers of Commerce (Italy)
- Venice International University (Italy)
- University of Bilkent (Turkey)
- Municipality of Piran (Slovenia)
- Mocha Tours (Turkey)
- Amatori Tour Operator (Italy)
- Albanian Tourist Service Office (Albania)
- Tourism Office Pula (Hungary)
- Fondazioni Europa (Albania)

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