

Title of the project: “Venetian Routes: Enhancing a European shared multicultural sustainable tourism”

Acronym: VeRo Tour

Project duration: 01.05.2013-31.10.2014

Lead partner/coordinator: Regione del Veneto – Sezione Turismo (Italy)

Partners:

Marco Polo System GEIE (Italy)
UNWTO – United Nations World Organization (Spain)
Občina Piran (Slovenia)
Tourism Office Pula (Croatia)
Region of Crete (Greece)
Forum delle Camere di Commercio dell’Adriatico e dello Ionio (Italy)
Comune di Palmanova (Italy)
Albanian Tourist Service Office (Albania)
Bilkent University –Department of History (Turkey)
Venice International University (Italy)
Art Kontakt (Albania)
Fondazioni Europa (Albania)
Mocha Tours (Turkey)
Capt. P. Amatori Agenzia marittima (Italy)

Associated Partners:

Ministry for Culture and Tourism of the Republic of Turkey (Turkey)
Unioncamere del Veneto – (Italy)
Heraklion Chamber of Commerce and Industry (Greece)
Bashkia Lezhë (Albania)
Società Geografica Italiana (Italy)
Associazione culturale Aurora (Italy)

Supporting Partners:

Council of Europe – Venice Office (Italy)
UNESCO – Venice Office (Italy)

Short description of the project:

The project aimed to implement and enhance a trans-national thematic cultural route, linking the extraordinary and complex system of maritime routes, settlements, defensive fortifications and cultural heritage which characterized the relationships between Venice and Euro-Mediterranean ports and cities during the so called *Serenissima* Republic of Venice. Since the Middle Ages and throughout centuries these maritime trade routes facilitated the exchanges and influences between peoples and cultures and were also connected to the Silk Road toward the Far East. The public-private partnership led by the Tourism Department of Veneto Region has been cooperating to develop trans-national and sustainable tourism products based on these ancient routes and sites. In particular:

1. mapping Venetian Routes and catalogue with cultural and tourist information,

2. developing pilot maritime tourist products along Venetian Routes (sail boat travel)
3. encouraging eco-tourism and discovering Venetian fortified heritage in Europe,
4. building managerial capacities for SMEs along the Venetian Routes,
5. definition of visual identity and transnational communication and dissemination strategy.

Main objectives:

- Enhancing Venetian legacy in the Euro-Mediterranean area, as opportunity of tourism development and stimulate business opportunities for SMEs;
- Promoting a new tourist approach, by sail boat (sea routes);
- Connecting Venetian trade routes to the Silk Road;
- Fostering cooperation among partners coming from 7 countries (Italy, Spain, Slovenia, Croatia, Albania, Greece and Turkey);
- Encouraging local authorities and stakeholders (SMEs) to invest in Venetian Routes-related products;

Main results and deliverables:

- Inclusion of VeRoTour in 2014 UNWTO **Silk Road** Action Plan: <http://silkroad.unwto.org>;
- **Mapping Venetian Routes**, gathering GIS data available on the website and on a mobile app, identifying the seaports and sites of interest, giving nautical, cultural and tourist information for boat travellers;
- **Website** www.verotour.eu;
- **3 pilot transnational sail boat routes**: Venice-Corfu, Piraeus-Heraklion, Istanbul-Bodrum;
- **Communication and dissemination material** (multi- language leaflets, a Guide on the “Venetian maritime trade routes”, “Venetian Routes guidebook”, Maps, 2 professional videos; roll-up);
- **Mobile app**: <http://www.verotour.eu.app.html>;
- Press conferences, participation to international tourism fairs (WTM London 2013, Fitur Madrid 2014, ITTFA Belgrade 2014, ITB Berlin 2014, Travel Turkey Izmir 2014);
- Great visibility on newspapers and TV channels;
- Two days education program on European tourism and cultural routes (Venice, June 2013);
- 3 workshops for SMEs in Venice, Tirana and Kotor (2013, 2014)
- Eco-tourism day and conference on Venetian fortified heritage in Palmanova (Italy, 2014)
- **Memorandum of Understanding** among project partners;

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