1. Introduction – the RECOLOR project

The general goal of the RECOLOR project is to enhance the tourist potential of urban and natural landscapes in Croatia and Italy, often not fully exploited and not included yet in traditional tourist circuits. Thanks to its methodology, moving from the analysis of figurative artworks and the promotion of tourist itineraries based on them, RECOLOR is innovative in its capacity to address at the same time both natural and cultural heritage. The project will promote relevant and less known artworks, creating specific itineraries to visit the still-existing landscapes there depicted, developing new tourist offers and promoting a season adjustment of tourist flow. In this way the RECOLOR project intends to contribute to the diversification of tourism products and services, also improving the quality of tourism offer under the general vision of sustainable and responsible tourism. A major set of its activities will target the tourism actors, in order to support the increase of existing skills, as well as the development of new capacities and knowledge.

The partner areas (Labin, Zadar, Sibenik, Campobasso, Cividale del Friuli, Gal Montefeltro) are located in regions characterized by relevant mass tourist flows, and have to face the typical problems of successful seaside destinations: a critical number of visitors during the summer season, a limited flow for the rest of the year, an uneven occupancy rate of bed places, and an unbalanced distribution between close areas. All these issues will be tackled creating a stable infrastructure, adopting professional criteria for defining and implementing new management plans of less known natural and cultural heritage. RECOLOR will combine the protection of natural landscape with the promotion of these areas from a tourist and cultural point of view, within a sustainable territorial development, supporting economic growth of local communities. The project will identify, select and create tools and models improving the tourist exploitation of natural and cultural heritage in a sustainable way, accompanying the local tourist industry in setting up new organizational models existing services and supporting them in the creation of new ones, sharing the partners knowledge and launching mutual training actions.

The project develops original models to enhance the natural and cultural heritage. An innovative methodology is adopted including the analysis of the landscape of available artistic sources (paintings, bas-reliefs, sculptures, architectural, archaeological, etc.), the identification of existing art landscape and the development of integrated cultural itineraries through these landscapes. Project methodology, aimed at selecting and promoting European art landscapes (that is a real landscape depicted in some works of art) and creating art itineraries, represents an innovative and original idea and is the strongest point.

From the cultural point of view the aim is to introduce tourists to the original paintings, and then develop itineraries for them to visit the still-existing landscapes originally depicted in the work of arts hundreds of years ago. Figurative arts are discovered and known through innovative experiences that allow the visitor to physically cross the landscapes depicted in the works of art.
Such experiences and itineraries make possible to expand the tourist destinations boundary by focusing on the hinterland (Montefeltro, Campobasso, Cividale del Friuli) or on the peripheral area of the seaside resorts (Zadar, Sidenik, Lubin). Thus creating amusing experiences able to attract “the serious and the casual cultural tourists”, (that is the art lovers as well as the not acculturated people) these cultural tourism products become the key element to re-balance the tourist flows from the neighboring seaside resorts to the hinterland and from the summer to the offseason months.

The project idea will be realized with the participation of the local stakeholders (municipalities, provinces, regions, universities, cultural institutions, public and private associations) and the community as a whole. A participatory process will be develop involving the local community in enhancing the new cultural attraction.

The project focuses on involving local people in decisions about how their own landscape should develop in the future. It is planned to involve and train cultural landscape guides so as to act as ambassadors for the region, informing the public about its scenic qualities. The project team will work together with local experts to identify suitable sites for maintaining the natural environment that can serve as a counter-balance for nearby areas undergoing more intensive land development.

All the six areas involved will be the location of a distinctive cultural tourist experience based on an art landscape that can be included in the traditional activities of seaside tourists as well as be part of some more innovative itineraries. Signs and facilities (for instance visitor centers) will be installed for tourists to easily reach the desired destination.

2. Activities of Work Package 3 of RECOLOR (Identification of Needs and Assets in the partner areas)

WP 3 starts with a compared analysis of existing legislations, policies, strategic documents and implementation plans currently in force or recently launched in the partner areas concerned with the natural and cultural sites. According to the first results of the analysis, a set of criteria will be prepared, selected on the basis of key elements arising from the survey and identified as a priority for the development of a common action plan.

These criteria will be used in task 2 of the WP, whose objective is first the identification of the existing good practices, and secondly the definition of problems/challenges still to be tackled and solved by the involved public administrations in order to reach the quality level defined by the selected criteria.

The identified good practices will be described according to their key elements, analysing their potential for transferability in other programme areas, and study visits will be organised to share knowledge and information about these experiences.

During these meetings, the key staff involved in the management of the service identified as a good practice will present the local case to the colleagues coming from the other partner areas, initiating the mechanisms for promoting the adoption of similar practises elsewhere.

Each partner will finally prepare a report with a SWOT analysis according to the previously defined criteria, highlighting the constraints that could create an obstacle to the implementation/achievement of that criterion, as well as defining the key elements (e.g. further stakeholders to involve, awareness and training actions to be launched, new investments to be planned) necessary for its successful implementation.

The WP coordinator will then prepare the final deliverable, summarising the key achievements of all the partner areas, defining the elements of the new harmonised action plan for the following activities.
3. Postdoctoral fellowship

The postdoctoral fellowship will support the University of Bologna-CAST’s activities described in WP3 of Recolor project as shown below.

From May, 1st to June, 30th 2019
Report on existing legislations, policies, strategic documents and implementation plans - A compared analysis of existing legislations, policies, strategic documents and implementation plans currently in force or recently launched in the partner area. It also identifies the criteria identified as a priority for further actions.
Report presenting good practices, and problems / challenges - Short presentation of identified good practices, and description of problems / challenges to be solved and tackled by the involved public administrations in order to reach a high quality level.

From July 1st 2019 to December 31 2019
Organization of Focus groups aiming at defining priorities for the Action Plan in partner area.
Research activities aiming at running a SWOT analysis in each partner area.

From January, 1st to April, 30th
Support in designing a Transnational Action Plan and definition of the quality criteria. - A special attention will be given to the development of

1. cross sectional tools to link urban and natural landscape and artworks present in cultural institutions, such as galleries, museums, archives and libraries.
2. This means to create a direct relationship between the current and the past characteristics of a specific site, e.g. to define in a scientific way how the urban or natural landscape was in the past.
3. In this way we can create demonstrators to provide the visitors with advanced reality experiences, or enriching the current vision with enhanced information.