

EUSAIR TSG2 (TRANSPORT) AND TSG4 (TOURISM)
BACK-TO-BACK WITH EUSDR PA3

CYCLING TOURISM AND CULTURAL ROUTES **A WORKSHOP**

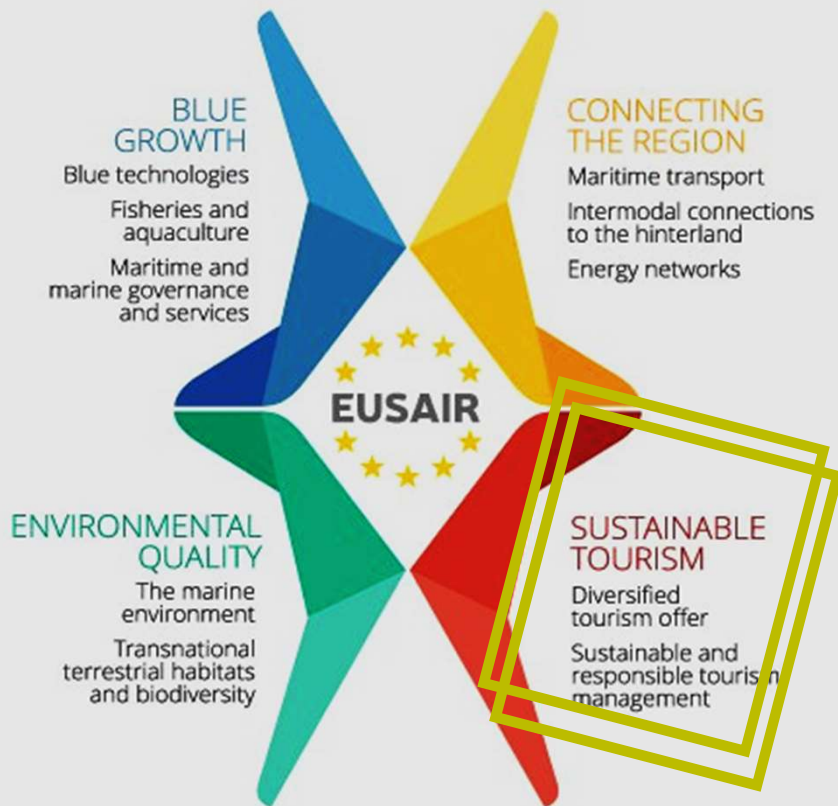
ROUTES4U CONNECTING THE EU REGION

CONTENT

- WHO: EUSAIR & EUSDR
- WHAT: Priorities, starting points
- WHY: Framework, Challenges, Trends, TSG4 project ideas
- HOW: Cultural Routes (selection, CR as destinations)

WHO? THE ROLE OF THE MRS: AIR & DANUBE REGION

Pillars

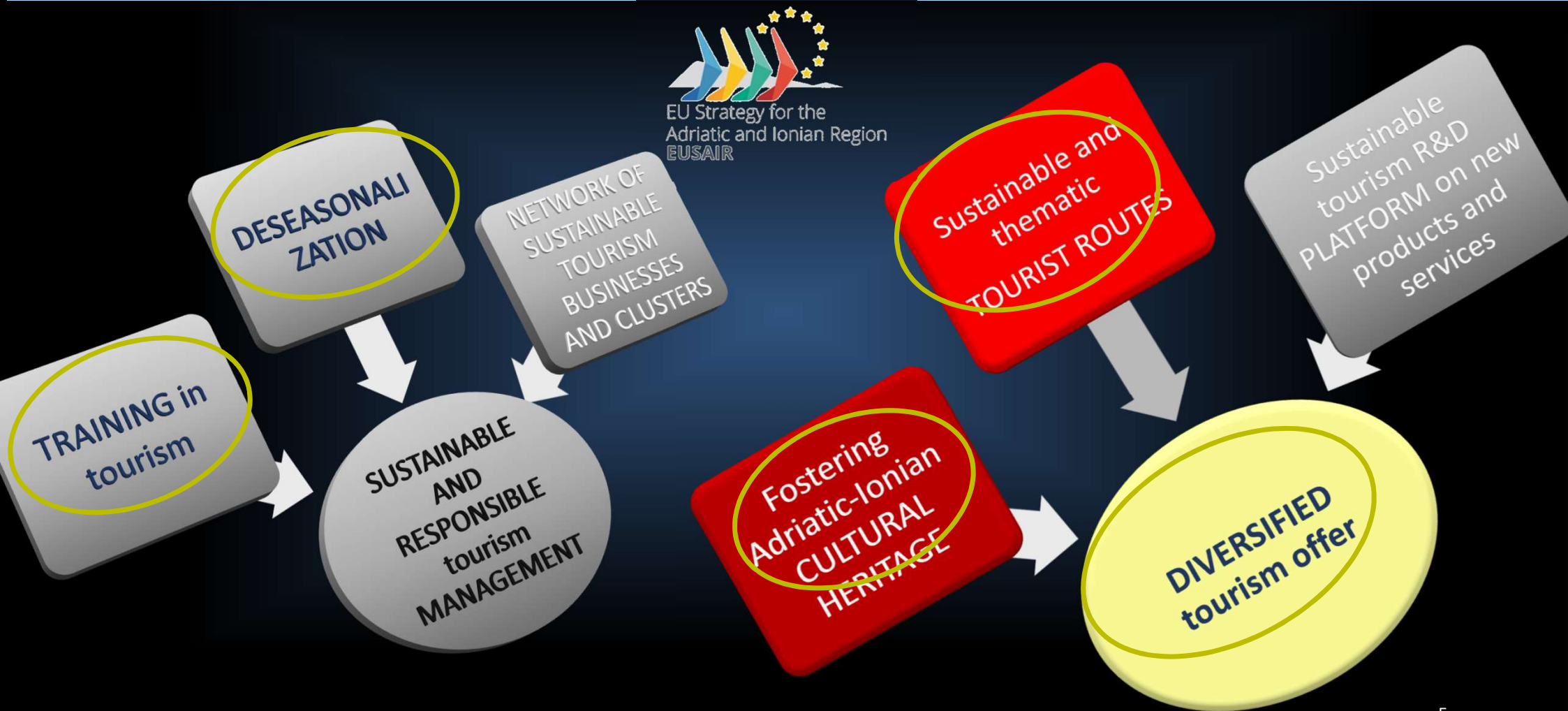


Capacity building Research and innovation Small and medium size business
Climate change mitigation and adaptation Disaster risk management



WHAT? PRIORITIES

EUSAIR PRIORITIES – SUSTAINABLE TOURISM: TSG4



EUSDR PRIORITIES – CULTURE AND TOURISM



TSG4 ACTIVITIES: TOURISM CULTURE AND CREATIVITY

Searching for DNA of MRS destinations

Macro-regional thematic event : Cultural Routes of the Olive Tree Workshop, Mali Lošinj, Croatia



1st.EUSAIR Workshop on Cultural Tourism and Local Identity, Athens, Greece



10th TSG4 meeting, Podgorica, Montenegro & back to back
All Round table on the topic of Tourism & Culture – Istra Inspirit

EUSAIR Budva Forum and Vienna Routes4U workshop



TSG4 Project ideas development



TSG 4 PRIORITIES → PROJECT IDEAS

	Priority/action	Joint targets/indicators	PI	ACTIVITIES
TOPIC 1: Diversified Tourism Offer				
1.&2.	Fostering Adriatic-Ionian cultural heritage & Development of sustainable and thematic routes Cultural Tourism	Diversification of products/increasing number of visitors; supporting: the development of creative and cultural industry and SMEs, synergies between creative and cultural industries and the hospitality sector and sustainable touristic valorization of coastal and underwater archaeological heritage Diversification of products/increasing number of routes (e.g. archeological, historical, festivals, thermal, wellness, wine and other thematic routes; supporting the development of cycling, walking/hiking and sailing routes		Mali Lošinj – 9th TSG4 meeting: Olive Tree Route – Routes4U – cooperation possibilities discussed Roman Heritage Route – initiated Creative Tourism – connecting stakeholders on the routes
3.	Improvement of SMEs performance and growth-diversification, Research & Development	New national and transnational clusters and SMEs in the field of tourism, new business opportunities, joint regional and transnational entrepreneurial projects and researches, local communities involved; increased number of total tourist arrivals and overnights, increase of tourism income		CulTurAIR - research and development of cultural tourism - EUSAIR countries – common methodology
TOPIC 2: Sustainable and Responsible Tourism Management				
1.&2.	Training and skills in the field of tourism businesses (vocational and entrepreneurial skills) & Expanding the tourist season to all-year round	New programmes for training and new projects in the field of education; the aim: provide in-service trainings for education professionals, flexible and continuous education of SME employees and to raise the knowledge and competence of unemployed; target: increased number of highly educated employees and entrepreneurs in the field of tourism Promoting/supporting development of special interest tourism: MICE, rural, alternative tourism, etc.; exchange of good practices; target: increased number of tourist arrivals and overnights; increased number of events, performances, entrepreneurship and SMEs	DES_AIR TSG4 approved	Creative tourism niche development Responsible tourism management DMC & DMO - new training and skills to strengthened EUSAIR countries competitiveness - increasing the quality of integrated sustainable DM through development of LLL training programs and Masters' programmes
3.	Developing network of sustainable tourism businesses and clusters	Supporting: networks of creative industries, networks promoting and sharing best practices in environmental quality management and tourism clusters for the implementation/adoption of the EU Eco-Management and Audit Scheme (EMAS), ETIS and other Green (sustainable) Certification Schemes.	Green Mapping TSG4 approved	Support to the development and promotion of quality-assessed Micro & SME tourism operations and destinations in the EUSAIR - to improve their sustainability and competitiveness, give them visibility and market uptake

STARTING POINTS: ROUTES4U



EUSAIR & EUSDR PRIORITIES

Sustainable tourism R&D cooperation platform on new products and services

Fostering (Adriatic-Ionian) cultural heritage
Diversified tourism offer
Cooperation through thematic cultural routes
Identity and branding through heritage

Training and skills in tourism

P2P Cooperation in culture and creativity

Sustainable and responsible tourism management
Diseasonalization
Network of Sustainable Tourism businesses and clusters

EUROPEAN CULTURAL ROUTES

Cooperation in terms of research and development

Valorization & enhancement of memory, history and European heritage

Cultural and educational exchanges among the youngsters

Contemporary cultural and artistic practice

Cultural tourism and development of Sustainable and Responsible Tourism practices

CULTURAL ROUTES CONNECTING THE EU REGIONS?

- link between inhabitants and tourists,
- link between tourism and values,
- route - a destination connecting the partners
- local and European promotion

EUSAIR & EUSDR SELECTED



ROMAN
HERITAGE ROUTE



IRON AGE
ROUTE



OLIVE TREE
ROUTE

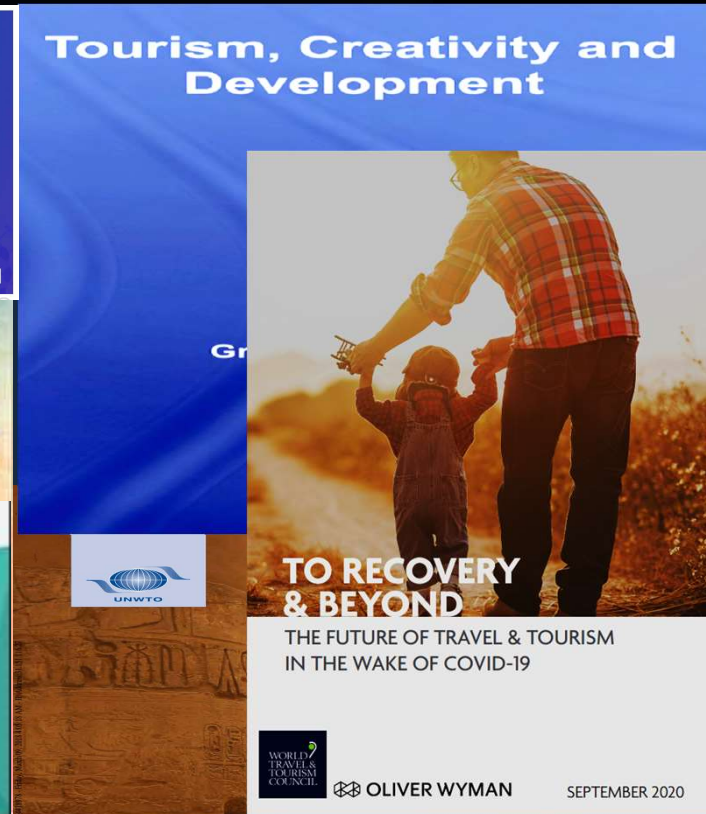
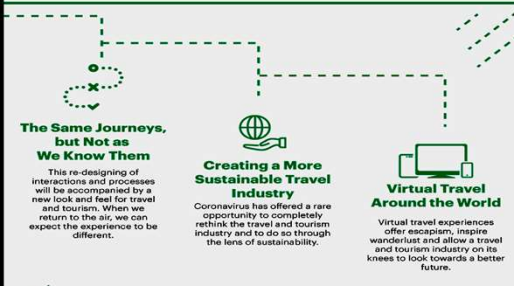


Velkomoravská misia
sv. Cyrila a Metoda

CYRIL AND
METHODIUS
ROUTE

WHY?

THE FRAMEWORK

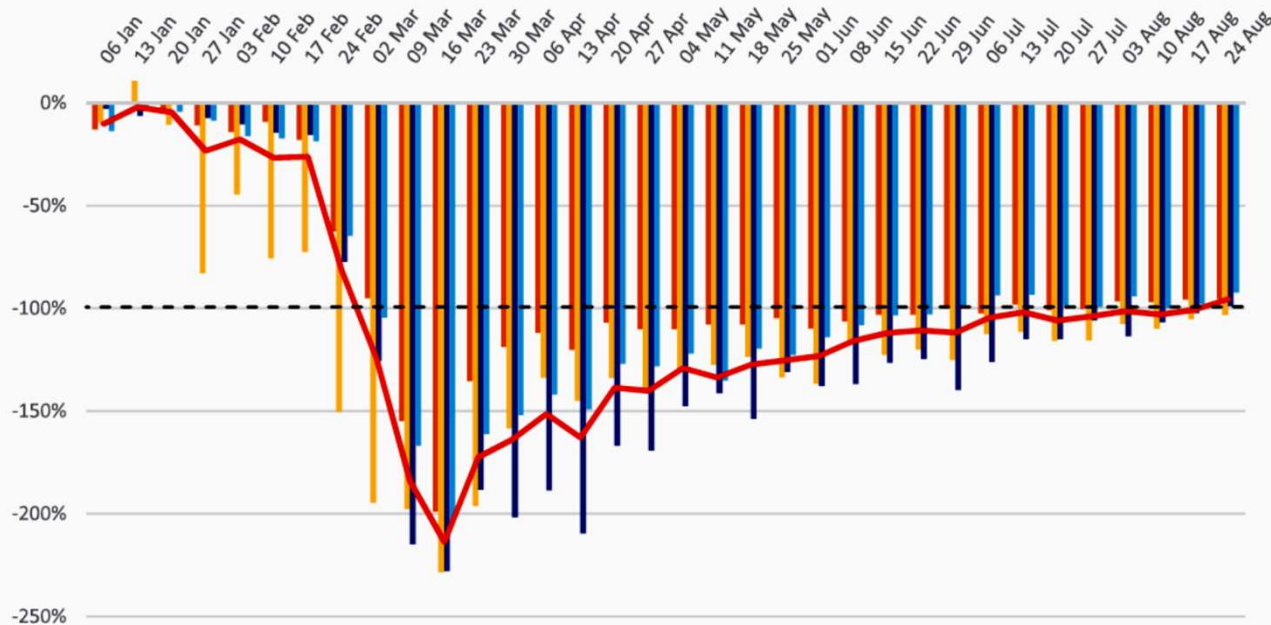


CHALLENGES

Bookings made for International travel to EU



06 January to 30 August, Year on Year variations



Bookings made Year to date*
YoY % change

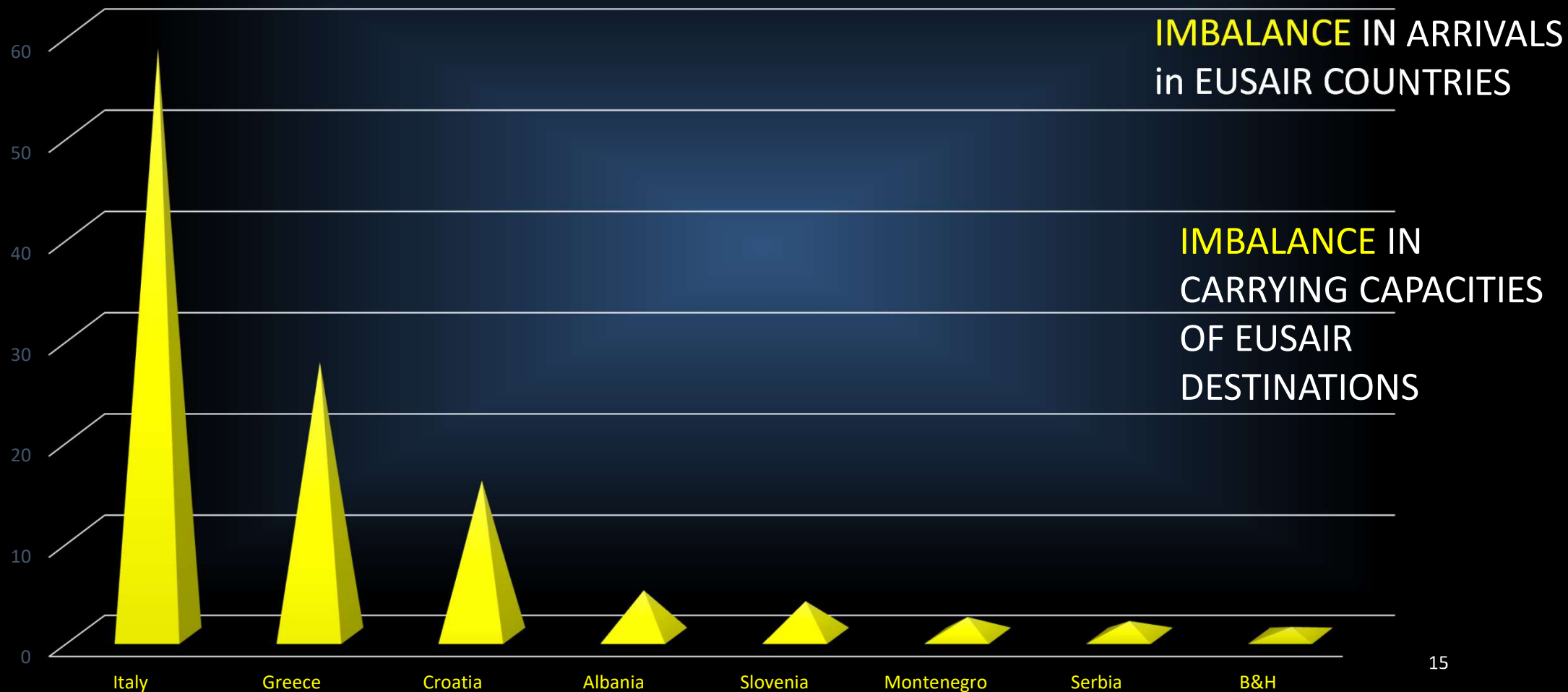
Asia Pacific	-114.9%
Europe	-92.3%
Americas	-112.4%
Africa & Middle East	-89.1%
Total Global	-101.1%

*Bookings made from 06 January to 30 August

**EUROPEAN
TRAVEL
COMMISSION**

CHALLENGES: IMBALANCE ENVIRONMENTAL SUSTAINABILITY - HARMONIZATION

2017 EUSAIR Arrivals [UNWTO]

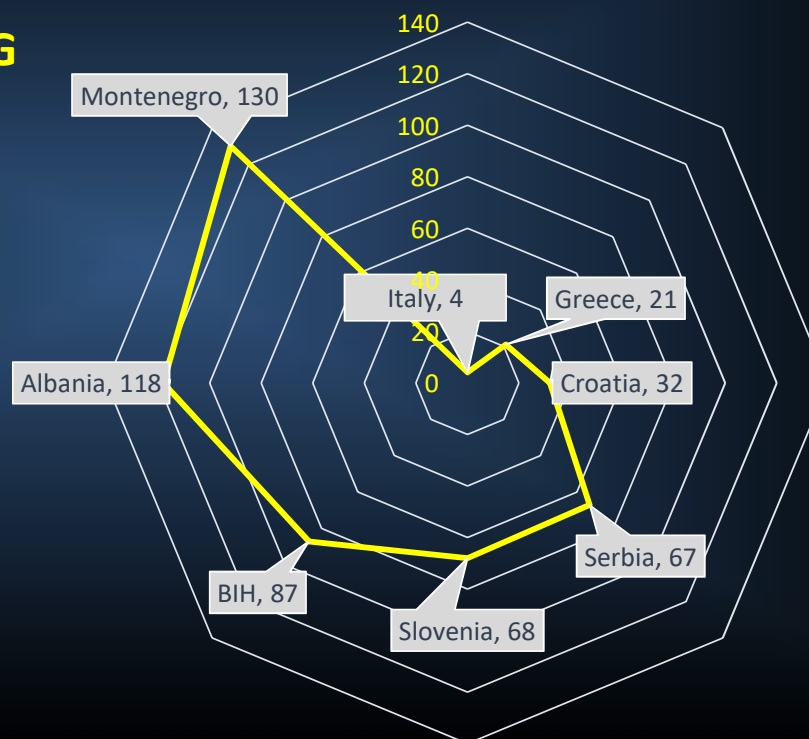


CHALLENGES - IMBALANCE CULTURAL SUSTAINABILITY - HARMONIZATION



WEF T&T competitiveness index

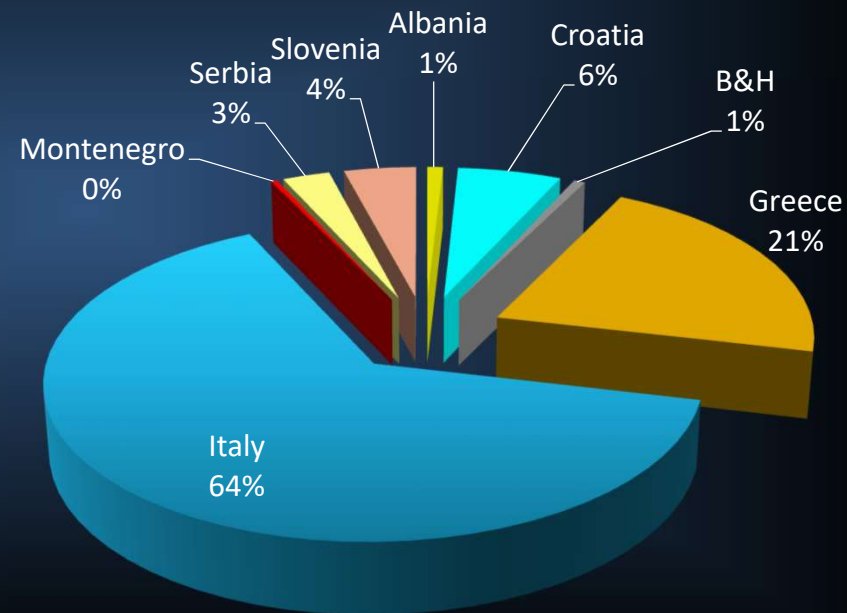
RANKING



Italy	Greece	Croatia	Serbia	Slovenia	BIH	Albania	Montenegro
6,5	3,3	2,8	1,7	1,7	1,5	1,2	16 1,1

CHALLENGES CULTURAL SUSTAINABILITY - HARMONIZATION

78 mn visitors to museums in EUSAIR countries in 2017



TO RECOVERY & BEYOND

THE FUTURE OF TRAVEL & TOURISM
IN THE WAKE OF COVID-19

THE MOMENT

DEMAND EVOLUTION:



of travellers plan to take domestic trips for the rest of 2020



of consumers trust word-of-mouth recommendations from family & friends

HEALTH & HYGIENE:



of travellers fear potential quarantine as much as contracting the virus



of travellers cite cleanliness & health measures as a critical component of travel brands' crisis response

INNOVATION & DIGITISATION:



of air travel passengers are ready to shed their paper passports for digital identities



of Travel & Tourism companies think the skills gap in local labour markets is a barrier to adoption of new technologies

SUSTAINABILITY:



of consumers say they are thinking more about the environment since COVID-19



of conservationists have been negatively impacted by COVID-19

What Will Happen With Tourism for the Rest of 2020?



The Local Travel Market

In this worst-case scenario, where cross-border travel is impossible at least for a while, a new kind of tourism will take precedence. "Staycations" and holidaying within their own country



Venturing Across Borders

Travel will be conducted according to new standards to ensure health and safety is maintained

Making Travel Touch-Free

In order to uphold distance and cleanliness measures, as well as to protect the health of those working and traveling while we wait for the vaccine, innovative, efficient and integrated digital tools will be needed.



The Same Journeys, but Not as We Know Them

This re-designing of interactions and processes will be accompanied by a new look and feel for travel and tourism. When we return to the air, we can expect the experience to be different.



Creating a More Sustainable Travel Industry

Coronavirus has offered a rare opportunity to completely rethink the travel and tourism industry and to do so through the lens of sustainability.



Virtual Travel Around the World

Virtual travel experiences offer escapism, inspire wanderlust and allow a travel and tourism industry on its knees to look towards a better future.

CAN WE MANAGE?

The
European
Green Deal



Europe fit for the
Digital Age

EUSAIR & EUSDR CONNECTING THE EU REGIONS



ROMAN
HERITAGE ROUTE



IRON AGE
ROUTE



OLIVE TREE
ROUTE



CYRIL AND
METHODIUS
ROUTE

WHY: TRENDS & OPPORTUNITIES

TRENDS



LIFE,
RESTRUCTURED



REALITY,
ENHANCED



DATA,
REVOLUTIONISED



POWER,
REDISTRIBUTED



CONSUMPTION,
REIMAGINED



WORLD, TRANSFORMED

MEGATRENDS AND THEIR IMPLICATIONS FOR TRAVEL & TOURISM

WTTC, Bloomberg media
Group 2019:



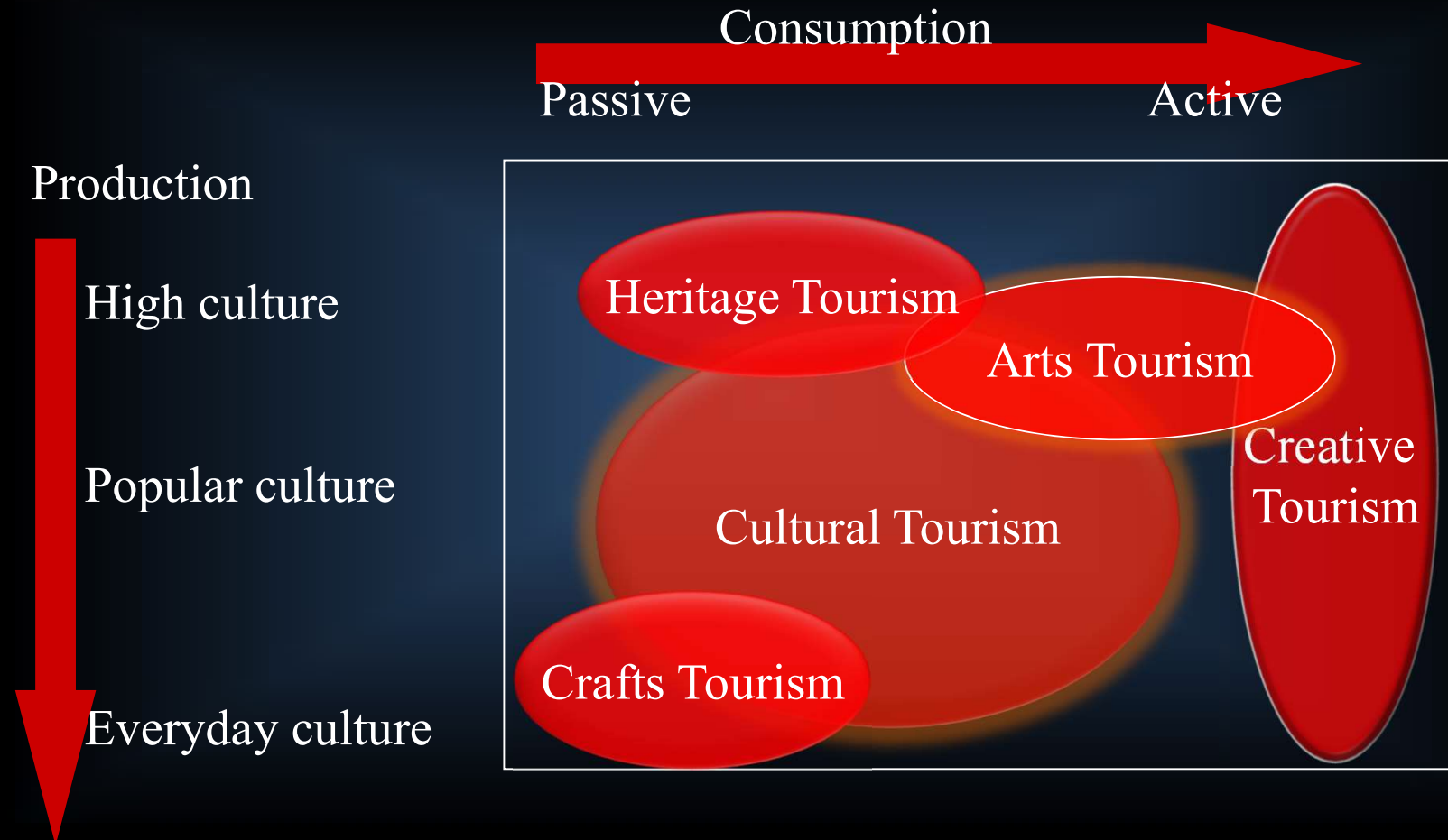
Bloomberg Media Group

NEW SENSIBILITY



Photo: Magda Skljarov

OPPORTUNITIES - A CREATIVE SHIFT



2015 Greg. richards @ altas - euro.org

TRENDS: Capitalizing on the cultural moment

IRON AGE
DANUBE
route

CULTURE - DESTINATION DNA

IRON AGE EXPERIENCE DINNER



ROUTES: DIMENSIONS OF CREATIVE CLUSTERING -

<https://hr.ironagedanuberoute.com/>

REALITY,
ENHANCED

OPPORTUNITIES

The future of Travel



1. Demand evolution:

- Domestic, regional and the outdoors vacations will reign in the short-term
- Unique opportunity to rethink prevailing business models and co-create with local communities
- Transparent communication will be even more important to travellers in spurring demand

2. Health & Hygiene:

- Personal experiences, advice from experts, and concerns for distancing to guide consumer behaviour in short/mid-term
- Businesses to collaborate more closely with their value chains to ensure readiness and implementation of protocols

3. Innovation & Digitalization:

- Digital adoption and consumption are on the rise (contactless technologies, remote work becomes the norm)
- Cybersecurity becoming more important
- Opportunities vs. precautions to ensure no one is left behind

4. Sustainability:

- Businesses facing growing scrutiny, (environmental track record and their support for diversity and inclusion)
 - 58% of consumers say they are thinking more about the environment since COVID-19
- T&T ability to further protect and engage vulnerable groups whilst reducing poverty and inequality



CHANGING VALUES

Local
Active,
Authentic
Safe
Healthy
Touchless

GET LOST
TO FIND
YOURSELF

Photo: Magda Skljarov

SUCCESS FACTORS?

Redefining interactions and processes

DEMAND EVOLUTION

THEMATIC FOCUS - LESSER KNOWN DESTINATIONS

THE SERVICE...
Augmentative & infrastructural support...
Digital & Touchless



THE HERITAGE, the events
Structural support

Safe
Active

**THE ROUTE THEME
THE FOCUS!**

Authentic

DYNAMIC and POWERFULL THEME: Ethical, emotional, ecocentric value 29

THE THEME

Profiling the route

Photo: Marko Vrdoljak

SUCCESS FACTORS ?

PEOPLE **p2p**

STRUCTURED APPROACH



**CONNECTING THE
EU REGIONS**

CR - DESTINATION

**HUMANIZATION -
SOCIAL SUSTAINABILITY**

CULTURAL ROUTES:
TURNING POINT

PROFILING DEST
SMART SPECIALIZATION
NEW VISIBILITY

Photo: Magda Skljarov

**HARMONIZATION
OF MR (EUSAIR)**

**DIVERSIFICATION OF
PRODUCTS AND SPACES**

DEMAND EVOLUTION

LESSER KNOWN DESTINATIONS - ACCESSIBILITY



WHERE ARE THE NEW COMFORT ZONES?



REALITY,
ENHANCED

NEW FEEL FOR TRAVEL

Photo: Mislav Klarić

WHERE ARE THE NEW COMFORT ZONES?



IRON AGE
DANUBE
route

- Searching for DNA of destinations
- Emphasise real-life, experiences - feel immersive, authentic and human.

Create value through differentiation. Consumers do not want a one-size-fits-all approach. They want access to meaningful, unique and unusual experiences that bring them closer while setting them apart from the pack.

Emphasise in-real-life, unplugged experiences. Increasing demand for connectivity should not distract from the growing need for offline time. Travellers are seeking opportunities to experience new cultures and connect with communities in ways that feel immersive, authentic and human.

EXPERIENCING ART - ART OF EXPERIENCING

Photo: Iron Age Route

WHERE ARE THE NEW COMFORT ZONES?

IRON AGE DANUBE route

POTENTIAL SELLING POINTS OF THE IRON AGE CRAFT PRODUCTS

BROWSE IRON AGE HERITAGE SITES IN THE DATABASE: www.iron-age-danube.eu

OR DISCOVER OUR PAST WITH THE IRON AGE DANUBE APPLICATION!

FOR MORE INFORMATION ON THE IRON AGE DANUBE PROJECT, VISIT OUR HOME PAGE: www.iron-age-danube.eu

APP AVAILABLE ON THE App Store and Google play

FOR MORE INFORMATION ON THE IRON AGE DANUBE PROJECT, VISIT OUR HOME PAGE: www.iron-age-danube.eu

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20: P. H. M. PRISNA;
21: U. G. HELLMUTH KRAMBERGER
BACK COVER: M. FERA

IRON AGE HERITAGE POINTS AND LANDSCAPES ALONG THE ROUTE

AUSTRIA

1. AICHFELD REGION WITH STRETTWEG
Museum Murtal www.museum-murtal.at

2. SAUMTAL REGION WITH GROIKLEIN
Haus G (Häusl) Museum Gossau www.hausg.at

3. GRAZ
Archaeological Museum of the University of Graz www.museum.uni-graz.at/en/ironage-museum-schloss-eggenberg

CROATIA

4. POŽEGA VALLEY WITH KAPTOVA
Požega City Museum www.gpm.hr

In the Staro Perpet Restaurant, guests can pre-order an authentic Early Iron Age menu.

5. MEDVURJE REGION WITH JALZABET
Vinkovci City Museum www.gpm.hr

Gondola in Jalsabot near Vinkovci is one of the largest burial mounds in Central Europe.

6. ZAGREB
Archaeological Museum in Zagreb www.amz.hr

HUNGARY

7. ÉRD REGION WITH SZÁZHALOMBÁTA
"Mátika" Museum and Archaeological Park Százhalombatta www.matika-museum.hu

8. SÓRÖNY REGION WITH SÓRÖNY-VÁRHELY
Sórony Museum www.soronymuseum.hu

The Várhegy Lookout Tower is an Early Iron Age hillfort surrounded by a fortification system inside the forest park of Sórony.

9. ESZTERGOM REGION WITH SÜTŐ
www.suto.hu

10. BUDAPEST
Hungarian National Museum www.nemzet.hu

SLOVENIA

11. DOLENJSKA REGION WITH DOLENJSKE TOPLECE
Museum of Dolenjska www.dolenjskainfo.si

12. PODRAVJE REGION WITH POŠTOLA
Botanical garden of the University of Maribor www.botanicki.vrta.si/
pgrm.vrta.si/home.php
Maribor Regional Museum www.museum-mb.si/en/

Hike through archaeological monuments from the Early Iron Age in the wider vicinity of Poštolci.

13. LJUBLJANA
National Museum of Slovenia www.nm.si

Creative sites- unplugged experiences

Creative sites- unplugged experiences

Find the sites and the selling points on Iron Age Danube Route with our map.

PURCHASE FROM

Archaeolingua Alapítvány

Photo: Internet

MALI LOŠINJ: OLIVE TREE CULTURAL ROUTES



WTTC: Real-life, unplugged experiences - immersive, authentic and human

CULTURAL ROUTES &
CREATIVE TOURISM –
CULINARY IN SITU
EXPERIENCE
GENUIN NORMALITY

culinary
workshop

culture

history

Photography

wellness

COMMON TOPICS BUT A PERSONAL STORY

Photo: TZ Mali Lošinj

NEW VISIBILITY: OTR



A QUELESS EXPERIENCE? OFF THE BEATEN TRACK

Photo: NP Brijuni

 EUROMONITOR
INTERNATIONAL

**AGE
AGNOSTIC**

Back to real life

Older people want to feel, behave
and be treated as younger

PEOPLE

The Pursuit of Betterme



Bloomberg Media Group

Personal fulfilment, in fact, is the top measure of success cited. At the same time, the experience economy has reached a new peak. Experiences as social currency are no longer enough. Now, consumers seek shared experiences to deliver meaning, self-improvement and stronger connections.⁷

And they are turning to unplugged, tech-free experiences as well. A recent study revealed that one third of UK internet

Revival of the Olive Tree Route
– resulted in

- **26** new members in Greece,
- **31** in Croatia and
- **24** in Slovenia

CULTURAL TOURISM PRODUCT DEVELOPMENT



Velkomoravská misia
sv. Cyrila a Metoda



Cyril and Methodius
Route

Wandering along
the path of the
Great Moravian
tradition

„Although it existed for less than 70 years,
it left us the most valuable treasures“

We are speaking about Great Moravia, the first medieval state (833-906/907 AD) on the territory of today's Czech Republic and Slovakia. The territorial and cultural expansion of the empire across the greater part of Central Europe during the reign of Prince Svatopluk is one of the most famous eras of our shared history. Let us take a journey through space and time in places that are connected with Great Moravian princes historically and in legends, and find European cultural roots. We are honoured to introduce to you the most interesting places from the Moravian-Slovak border, the centre of the former Great Moravian Empire.

1 Chotěbuz Archaeology Park

The Slavs built their fortified settlement on the hill above the village of Chotěbuz as early as the eighth century. And thanks to the rich archaeological finds in this area, a replica of the settlement was created, teaching visitors how its original inhabitants lived in an interactive way.

2 Saint Methodius Uplands, Uherské Hradiště

The archaeological site of Sady, where explorations revealed the remains of an unfortified settlement of an ecclesiastical and power character. The foundations of a stone church dating back to the beginning of the ninth century with a ground plan of a Greek cross have been uncovered; the complex also included craft workshops, wells and other structures. Until the 13th century, the site served as a burial ground and the tomb of a prominent prince has been discovered there.

3 Archaeological Site in Spítálky, Staré Město

The location where the foundations of a Great Moravian church were discovered in 1949. When gravel was being excavated on the right bank of a dead arm of the River Morava, several skeleton graves and the entire southern half of the temple foundations were excavated. The salvage research revealed another 41 skeleton graves with rich finds, such as spurs, iron knives, silver and gold earrings, coffin fittings and a circular plaque with the sculpted relief of a rider with a falcon.

4 Great Moravia Memorial, Staré Město

The Great Moravia Memorial in Staré Město at "Na Valách" was built above

an extensive burial ground. Members of the Great Moravian nobility with their weapons and jewellery were buried there, as were poor people, farmers and craftsmen.



5 Archaeological Open-Air Museum and Church of St. John the Baptist, Modrá

The Great Moravian settlement of the Middle Ages is a significant object illustrating one of the most important eras of Czech history. The open-air museum is alive with everyday life, teaching performances, programmes, experimental melting of metals, the production of ceramics, agricultural production and ongoing archaeological research. In the summer, there is the large Veligrad historical festival – a battle for the fortified settlement. During the weekend, visitors can go back to the Great Moravian times and try the crafts and life of the period. Above the complex, there is a small stone church of St. John, a hypothetical replica of the ninth-century church. This copy was built in 1999 and 2000, and is located in close proximity to the foundations of the church, which are being archaeologically examined.

6 Fortified Settlement of St. Clement, Osvětimany

Fortified Settlement located near the former merchant road was built in the middle of the ninth century. Today, there are the foundations of the old church, the remains of several other buildings and the wooden chapel of St. Clement, built in 1863 to commemorate the one-thousand-year anniversary of the arrival of Sts. Cyril and Methodius.

7 Slavic Archaeology Centre, Uherské Hradiště

The lives of the two Thessalonian brothers and their subsequent

court of Prince Rostislav – these are the topics covered by the exhibition entitled Sts. Cyril and Methodius and the Beginnings of Christianity in Moravia.



8 Slavic Fortified Settlement in Mikulčice

A unique site with the remains of a fortified settlement. An important archaeological site, the place where the beginnings of statehood, and the place where Sts. Cyril and Methodius worked. Foundations of the Prince's palace, churches and burial grounds with 2,500 graves. History, pilgrimages and meetings of Church. The Slavic settlement in Mikulčice regularly publishes its year-long programme, including its website.

9 Archaeological Monument Reserve, Pohansko near Břeclav

The lowland Great Moravian settlement of Pohansko with a museum. On the site, which has already been explored by archaeologists, a grand palace, church, burial ground, rotunda, houses, buildings with stone fireplaces and earth houses have been discovered. The area of the settlement was surrounded by a massive wall, still visible today.

10 Fortified Settlement of St. Hippolytus and Museum of Great Moravia, Znojmo

The elevated fortified settlement stood in a very convenient location above the River Thaya. During the exploration, the remains of two churches, extensive burial grounds and other finds from Great Moravia were discovered there. The museum was founded in 2013 and is based in the Monastery of the Knights of the Cross with the Red Star.

11 Staré Zámky Fortified Settlement, Brno Líšeň

The old Slavic fortified settlement is situated above the picturesque valley of the River Říčka. You can reach it on foot from the Líšeň Cemetery. The location is freely accessible to the public in the form of a hiking trail. You can combine a visit to the fortification settlement with a walk through the Marian Valley.



era of Great Moravia is installed in the Archaeological Open-Air Museum.



14 Bojná

A village with the oldest Christian monuments in Slovakia. In the village, archaeologists discovered the remains of elevated settlements dating from the 9th century. A collection of political and military equipment, including weapons, shields and other items, constitute proof of the presence of members of the upper class and their military entourage. There is an Archaeological Museum of Great Moravia in the village.

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18 Fortified Settlement, Ducové-Kostelec

In the younger Bronze Age, a significant fortress was built on the Kostelec terrace. Its fortification system has been preserved to this day. On 5 July 1990, the name day of Sts. Cyril and St. Methodius, the first annual National Pilgrimage to Ducové-Kostelec took place. Pilgrimages have been held there regularly ever since.



19 Trenčín Castle

A county castle, built on the site of a presumed Slavic fortress. The fortress was located at the highest point of the castle rock.



20 Skalica nad Váhom, Chočel

A polycultural location, with the foundations of a sacral building from the 9th-10th centuries and a more recent medieval cemetery from the 12th-13th centuries. In the mid-1990s, several Slavic skeleton graves dating back to the 9th-10th centuries were excavated there. Findings from the cemetery are now located at the Trenčín Museum in Trenčín.

21 Pobedim

A major lowland Slavic fortress in the floodplain of the River Váh in the location of Hradišťa. Any visible walls have been destroyed by agricultural work. Significant finds include the finds of grzywnas – the Great Moravian means of payment.



22 Beckov

An important castle, built on the site of a Slavic settlement dating back to the second half of the ninth century covered the whole area of the more recent medieval castle. Given its strategic location, it is assumed that the castle had a primarily guarding function.

23 Sverepec - Visolaje - Beluša

Slavic burial mounds. Others in Velké Hoste – Diviaky nad Nitricou, Brezolupy

24 Dolná Mariková, Šimunka

An elevated refuge (a place where the population could concentrate in dangerous times – a "shelter") at an unusual place in the Mariková Valley. In 2016, the research of the Trenčín Museum in Trenčín resulted in spectacular finds of metal that are stored in the museum today.

25 Pružina, Mescská

An elevated fortress and the place where a significant deposit of iron objects was found. In the ninth century was found.

26 Pružina, Mescská

An elevated fortress and the place where a significant deposit of iron objects was found. In the ninth century was found.

27 Pružina, Mescská

An elevated fortress and the place where a significant deposit of iron objects was found. In the ninth century was found.

28 Pružina, Mescská

An elevated fortress and the place where a significant deposit of iron objects was found. In the ninth century was found.

INTERACTIVE
INTERPRETATION

Cultural / creative
tourism products

LIVING
HISTORY

GLAGOLITIC
TRAILS



European Cultural Route of Saints Cyril
and Methodius, I.A.L.E.

NEW CULTURAL TOURISM PRODUCTS



The Great Moravian Mission of Saints Cyril and Methodius

Intro History Story map Mobile application Partners Slovensky



Velkomoravská misia
sv. Cyrila a Metoda

Origins

The brothers came from the Greek Solun (today Thessaloniki). We know little about their mother, Mary, but their father, Leontios (Leo), held the high post of drungar in the state administration. the family into which the brothers were born was, according to biographical sources, wealthy and very religious. The firstborn of the children came into the world in about 815 and was named Michael. This was none other than Methodius, which was his monastic name. The first letters of both, Christian and monastic, names had to match. The younger brother, Constantine, known today as Cyril (Kyrillos), was born around 827.

The Thessaloniky brothers Creative interpretation



The Great Moravian Mission of Saints Cyril and Methodius

Sightseeing tour of historically significant places

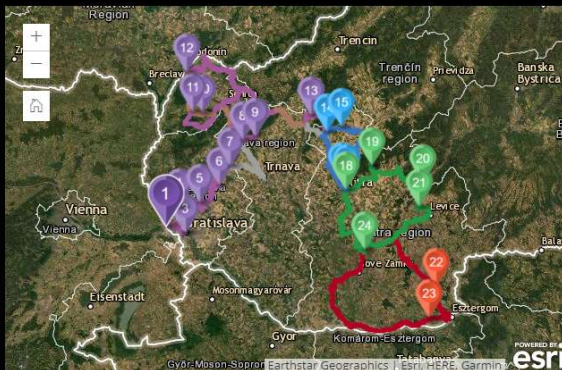
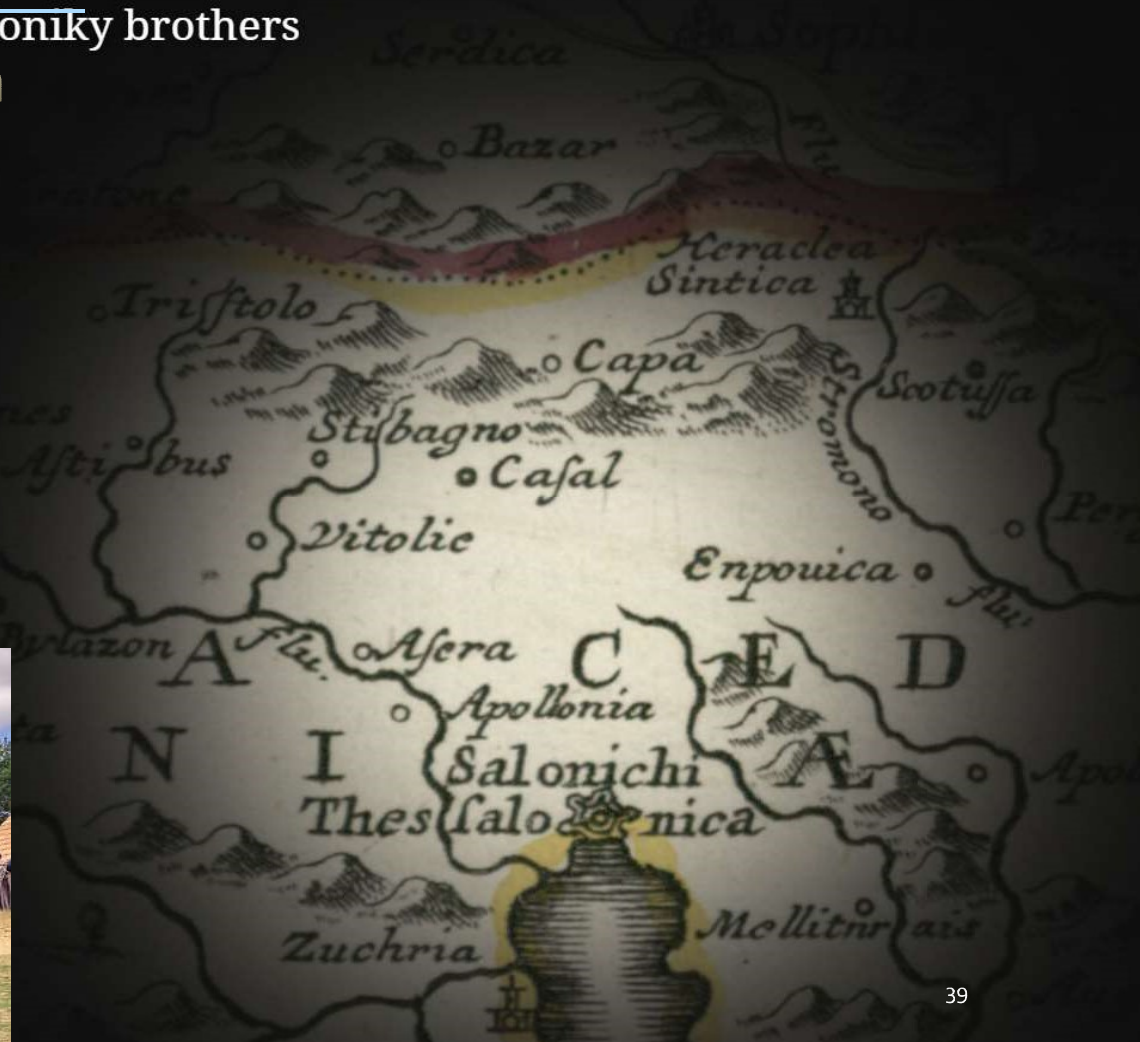


Photo: Internet



R4U & EUSAIR: 9 EUSAIR COUNTRIES – 50 + DESTINATIONS

NEW ROMAN HERITAGE ROUTE



SICILY: CATANIA – ROMAN THEATRE AND ODEON – SOCIAL AND CULTURAL LIFE



MNE: DOCLEA / DUKLJA UNESCO SITE
The story of mosaics



SLO: LJUBLJANA – AEMONA/EMONA



PULA – ARENA AMPHITHEATER AND LIVELY CONTEMPORARY INTERPRETATION



ITALY, SICILY: TAORMINA - THE ANCIENT THEATER



SICILY: CASALE – THE CASALE ROMAN VILLA IN PIAZZA ARMERINA



MNE :RISAN - Mosaics in Roman villa, Risan, The story of mosaics



IZOLA – ARCHAEOLOGICAL SITE SIMONOV ZALIV - a Tangible Map Interface - TMI



GREECE - DELOS: THE ROMAN AGORA



SICILY: TELLARO - THE TELLARO ROMAN VILLA (NOTO)-HOME DESIGN



SR: Roman palatial culture: design FELIX ROMULIANA - GAMZIGRAD



CELEIA –CITY UNDER CITY



CROATIA - VID – NARONA - IN SITU MUSEUM - AUGUSTEUM 19 MEGA STATUE



APULIA, EGNAZIA – ARCHAEOLOGICAL SITE



SR: SREMSKA MITROVICA – SIRMIIUM – IMPERIAL SITE



RIJEKA, TARSATIC PRINCIPIA – CLAUSTRA



ARCHAEOLOGICAL MUSEUM OF ZAGREB Empress PLAUTILLA

NEW IDENTITY LEVELS CONNECTING THE EU REGION

THE LIFE IN ANCIENT ROMAN TIMES WHAT IDENTITY LEVELS CAN WE FOLLOW?



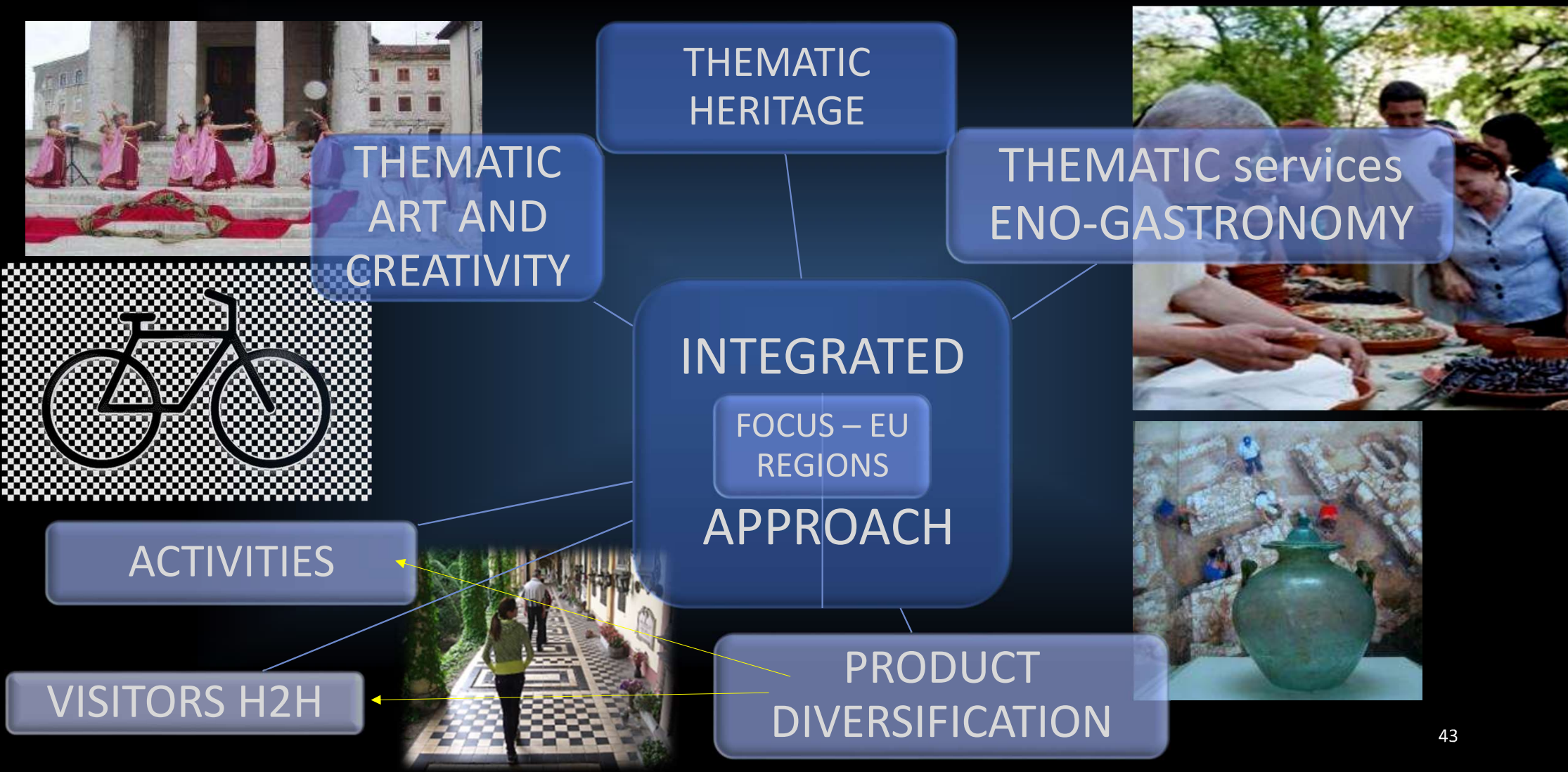
NEW CULTURAL TOURISM PRODUCTS CTR

CULTURE, CREATIVITY
AND ACTIVITY ON THE
RHR

Real-life, immersive
and authentic



SUCCESS FACTORS: SMART SPECIALIZATION





SPACE & PRODUCT DIVERSIFICATION

REDEFINING TOURISM PRODUCT
CO(**NSUMER**) + PRODUCER

Photo: Vlasta Klarić

PD: SMART SPECIALIZATION FOR THE REGION



Photo: Vlasta Klarić

HOW? USERS: SMART SPECIALIZATION 46

Audiences	Demand	Niche – examples	Activities	Creativity
	Contemplation Health Spiritual...	 <p>Cultural tourism Religion, Architecture</p>	Walking, Hiking, Trekking, Cruising	Learning songs – singing...
	Edu/emo- tainment ...	 <p>History, Art tourism...</p>	Balooning, Riding Biking...	Painting, Photo safari..
	Inspiration ... Creativity	 <p>Eno-gastronomy, Rest & recreation, wellness</p>	Tasting oil, tasting wine...	Culinary workshops, olivepicking
	Challenges Energyzing...	 <p>Eco-cultural, volonter..y</p>	Rebuilding, cleaning swamps,...	Pottery workshops...
	Stimulation Wisdom	 <p>Mindness, Comtemplation</p>	Participation, express oneself	Language learning....

CONNECTING THE REGION -DEVELOPING MEMORABILIA

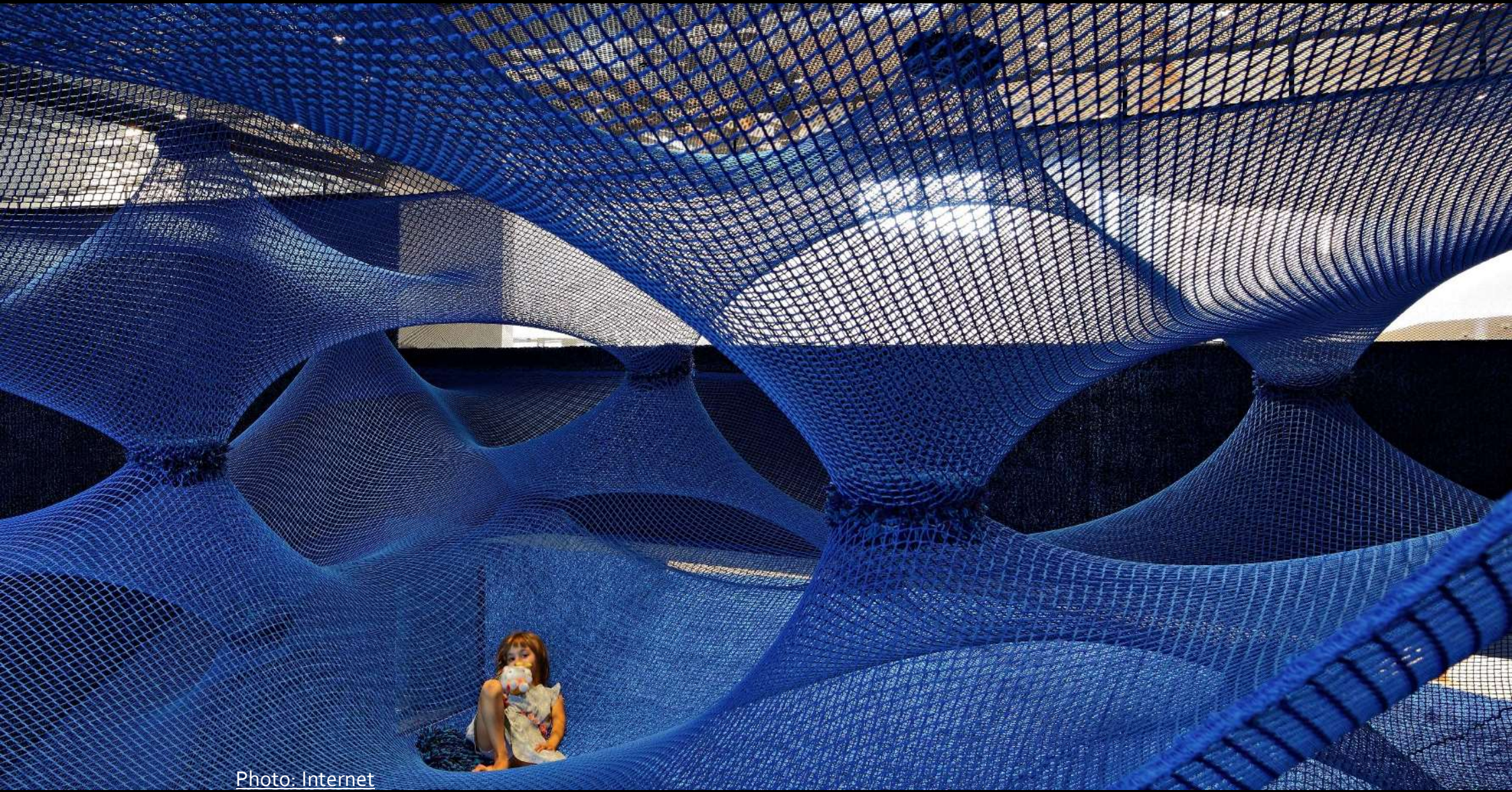


Photo: [Internet](#)

MEANINGFUL TRAVEL

COMMUNICATING VALUES

- Meaning
- Brand
- Quality
- Uniqueness
- High value not high volume

Create value through differentiation. Consumers do not want a one-size-fits-all approach. They want access to meaningful, unique and unusual experiences that bring them closer while setting them apart from the pack.

Emphasise in-real-life, unplugged experiences. Increasing demand for connectivity should not distract from the growing need for offline time. Travellers are seeking opportunities to experience new cultures and connect with communities in ways that feel immersive, authentic and human.

Photo: Vlasta Klarić

ZADAR - IADER
48

STARTING POINT: HUMANISATION



THE WHY?

PERSONAL FULFILLMENT ?



*mood
management*

selfness



mindness



transformation



Ethical living

Photo: Magda Skljarov

50
Source: Matthias Horx, ITB 2005

EUSAIR & EUSDR CULTURAL ROUTES - SUSTAINING MEANINGS - UNDERSTANDING LOCAL

KEY QUESTION : WHY?

TO SATISFY THE NEEDS OF THE WHO:
H2H – PARTICIPATE AND CREATE
BACK TO HUMAN: I CHANGE
BACK TO COMMUNITY : RESPONSIBLE VISITOR
BACK TO UNDERSTANDING: ETHICAL LIVING

Photo: Internet



BACK TO UNDERSTANDING

Social

comfort

Get friendly
and social
with family and
friends



Emotional

comfort

Feel the spirit of old times
Feel past experiences
turbulences, joys, hates, loves,

Photo: Vlasta Klarić



THE ROUTE:
a new comfort
zone

Intellectual

comfort

Provoce

- Know more,
- transform,
- get informed

Spiritual

comfort

- creative stimulation
- inspiration
- transcendence

