

ANNA INTRONA

**Puglia Region - Department Culture, Education, Tourism
and Civil Rights**

Interreg  Co-funded by
the European Union

Italy – Croatia

 **AdriACTIVE**

**Connecting Cultural Routes,
Local Communities and Sustainable Tourism:
The AdriACTIVE Approach**



AdriACTIVE at a glance

Interreg Italy–Croatia

15

project partners

2

countries
(Italy and Croatia)

42

Months
(01/07/2025 – 31/12/2028)

One shared itinerary

Common challenges

Pressure on the coasts

Visitors concentrate around popular attractions and coastal areas.

Potential beyond the coast

Many inland villages and cultural places receive limited attention.



The cross-border itinerary

01 Lesser-known places

Discovering inland villages,
cultural sites and natural
landscapes.

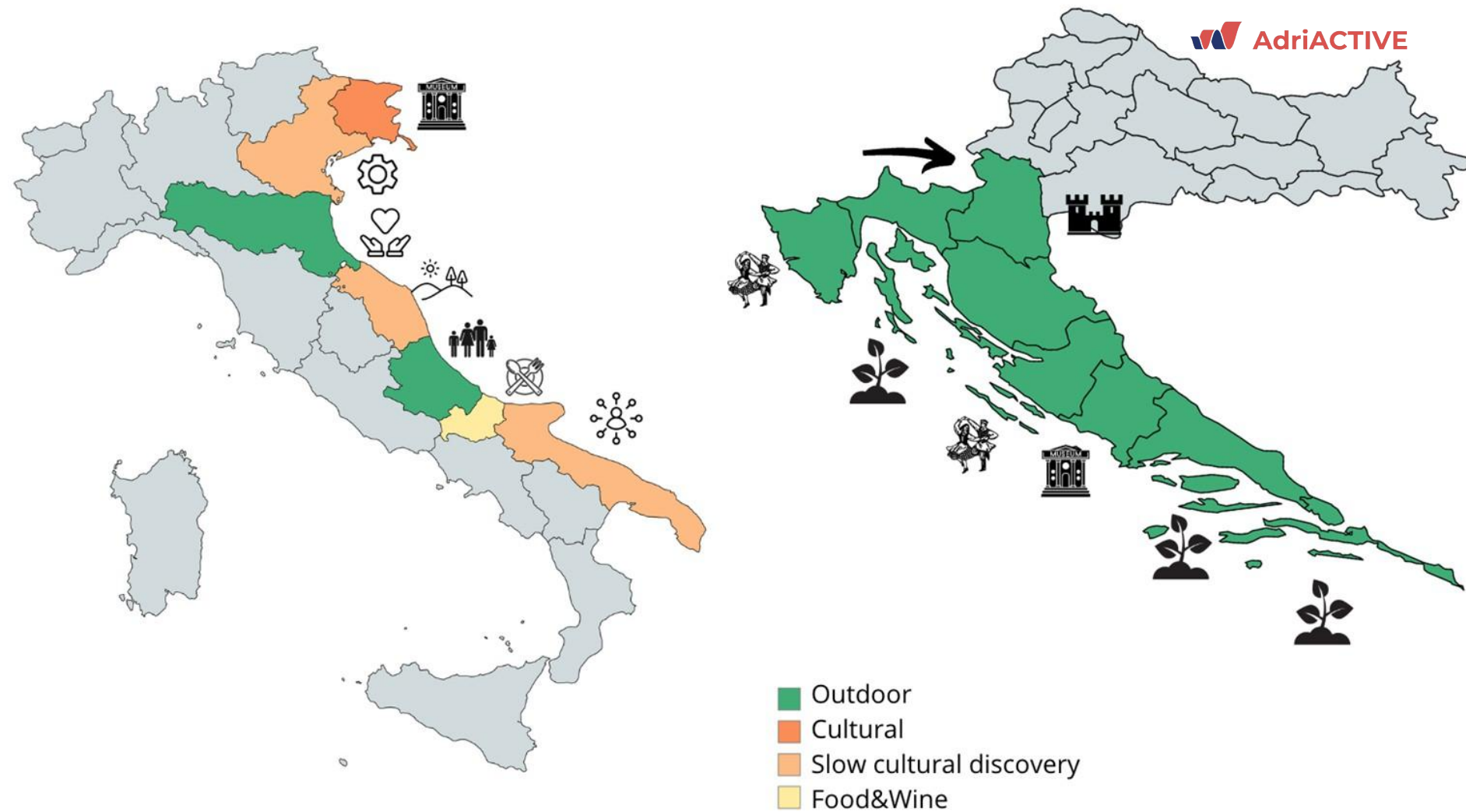
02 Flexible itineraries

Options for half-day visits, full-
day trips or short breaks.

03 Local experiences

Culture, outdoor activities and
local food for different visitor
interests.

A network with a common Adriatic identity



What AdriACTIVE will put into practice



01 Cultural and visitor hubs

Places where visitors can discover local heritage and explore the surrounding area.

02 Local experiences

Tourism experiences developed with local operators and communities.

03 Routes and visitor services

Enhancing local routes, visitor information and services for exploring inland areas.



Digital tools for a more informed visit



Information at each stop

QR codes will help visitors explore the place and other destinations.

Storytelling of the CB itinerary

Stories will explain local heritage and its Adriatic connections.

Personalised suggestions

An AI tool will help visitors create itineraries based on their interests.

Skills and exchange across the Adriatic



Workshops

Accessibility, active tourism, storytelling and new technologies.

Study visits

Project partners compare practices and bring useful ideas home.

