



Ca' Foscari
University
of Venice

PROJECT ACRONYM AND TITLE: APPRODI - From Ancient Maritime Routes to eco-touristic destinations

FUNDING PROGRAMME: INTERREG ADRION 2014-2020

CALL: First call 2015

SCIENTIFIC FIELD: Eco-tourism

HOST DEPARTMENT/CENTRE: DAIS - Department of Environmental Studies, Informatics and Statistics

SCIENTIFIC RESPONSIBLE: Elisabetta Zendri

FINANCIAL DATA:

Project total costs	Overall funding assigned to UNIVE
€ 1.043.905,40	€ 158.600,00

ABSTRACT:

APPRODI involved territories are characterized for having hosted in the past ancient harbors who have been always considered marginal to cities' development, thus scarcely attractive for visitors. APPRODI aims then to promote and valorize cultural heritages in ADRION area by enhancing management and promotion of ancient harbors sites as touristic destinations and by improving the involvement of local communities. Five pilot sites will be valorized as new potential destinations linked to such ancient by applying innovative techniques such as geo-archeological investigations (Ortona, Durazzo, Dubrovnik) whose findings will be exposed in Museums exhibitions or solutions as for Torcello (Venice) that aims to test the feasibility of a master plan for an innovative coastal and lagoon archaeological park, with zero impact and zero infrastructures. Awareness raising actions of cultural heritage will be implemented through local focus groups where commercial operators and key stakeholders will be invited as well as thematic events to promote new destinations among commercial operators in order to be included in existing touristic circuits. A joint strategic plan for the promotion of valorized touristic destinations will be developed and a web-portal will be realized to increase visibility of such destinations in a transnational approach. Additionally, training course to professionals of the touristic sector and unemployed young people as an encouragement of business development and trade based on cultural heritage. The first "ANCIENT ADRION PORTS City Network" will be also established with the aim to strengthen the relations amongst the involved cities and the communication of citizens, by creating a consolidated community that will be enlarged to other existing ancient harbors located in the ADRION area and by creating a knowledge base for Ancient Mediterranean Ports. APPRODI aims then at a qualitative change in the nature of tourism demand with a transnational approach.

Planned Start date

Planned End date

1st January 2018

31st December 2019

PARTNERSHIP:

1 Università degli Studi di Teramo	Teramo (IT)	Coordinator
2 Università Ca' Foscari Venezia	Venice (IT)	Partner
3 City of Ortona	Ortona (IT)	Partner
4 City of Durres	Durres (AL)	Partner
5 Ministry of Culture - Regional Directorate of National Culture Durres	Durres (AL)	Partner
6 Ionian University Research Committee	Corfu (EL)	Partner
7 City of Corfu	Corfu (EL)	Partner
8 City of Dubrovnik Development Agency DURA	Dubrovnik (HR)	Partner
9 University of Zadar	Zadar (HR)	Partner