

# Organization

University of Ferrara, Dep. of Economics and Management  
SIGN Network Srl

Wide experience in:

- EU projects (design, development, management),
- Cooperation projects for local development,
- Strategic Spatial Planning for tourism and sustainable economic and social growth,
- Education and Professional training,
- International experience in EU, Latin America, Asia.



UNIVERSITÀ  
DEGLI STUDI  
DI FERRARA  
- EX LABORE FRUCTUS -

## Project idea and title:

### Innovative strategies for cultural tourism in the Unesco sites of the Adriatic-Ionian Region

- Some EU projects for Adriatic Unesco sites have already been funded, but none of them has developed a regional strategy to reinforce and make more competitive the entire territorial system.
- Nowadays, thanks to the definition of a new EU Region, the development of which will be supported with the European Structural Funds, the Adriatic-Ionian area has the opportunity to define itself by promoting specific integrated policies and cooperation projects.

#### EXPECTED RESULTS

- 1 - **GUIDELINES** and joint initiatives to increase cooperation between 'Adrion UNESCO' sites. (management plans, awareness, programs for the reduction of seismic risk and other natural hazards),
- 2 - Definition of a multilevel **MARKETING PLAN** for the Adrion territorial space,
- 3 - Experimental calendars of the 'Adrion Cultural Offer', including joint and itinerant **ADRION INITIATIVES**: concerts, festivals, exhibitions, readings, awards,
- 4 - Launch of an **ITINERANT REGIONAL FESTIVAL** to be held annually in one of the sites,
- 5 - Planning of an **ADRION NETWORKS OF PATHS** for bikers, integrating equestrian and trekking routes,
- 6 - Creation of a shared **PLATFORM FOR PROFESSIONAL TRAINING COURSES** for tourist and cultural operators, for firms of the service sector, associations and for policy-makers,
- 7 - Support of a **NETWORK OF THIRD SECTOR ACTORS** (culture, environment, heritage, recreation, sport)
- 8 - Identification of potential '**PRODUCT CLUBS**' on the model of Principato Landi [www.principatolandi.it](http://www.principatolandi.it)
- 9 - Design of **INNOVATIVE TOURIST 'PRODUCTS'** (Literary Parks, Eco-Museums, tourist and sport packages, Adriatic-Ionian cruises and regattas) to make them interact with the existing offer,
- 10 - **TECHNICAL SUPPORT** to cities, towns or sub-regions and protected areas to define and achieve the UNESCO candidacy to be included in the UNESCO list of World Heritage sites or UNESCO MAB reserve,
- 11 - Creation of a **PORTFOLIO OF PROJECTS** for every partner to be submitted to other EU programmes.

## Potential partners

### ITALY

- Municipality of Ferrara
- Municipality of Ravenna
- Po Delta Regional Park – MAB Unesco
- Castel del Monte (Puglia)?
- Municipality of Noto? (via Associazione Italiana dei Siti Unesco)
- Sila National Park – MAB Unesco
- Regione Calabria (possible coordinator of the project)
- University of Ferrara
- Formedil
- Sign Srl

### CROATIA

- Split
- Dubrovnik
- National Park of Plitvice Lakes

### MONTENEGRO

- Kotor

### ALBANIA

- Historic Centers of Berat and Argirocastro

### GREECE

- Corfù
- Mystras
- Paleochristian and Byzantine Monuments of Thessaloniki
- Samariá Gorge National Park, Isola di Crete

# Contact details

- Gianfranco Franz – UNIFE  
[frz@unife.it](mailto:frz@unife.it)
- Stefano Marani – SIGN NETWORK  
[stefano.marani@sign-net.eu](mailto:stefano.marani@sign-net.eu)