

Coordinator / Koordinator

Veneto Region - Tourism Department (IT)

Partners / Partneri

- Marco Polo System EEIG (IT)
- UNWTO - United Nations World Tourism Organization (ES)
- Region of Crete (GR)
- Art Kontakt (AL)
- Municipality of Palmanova (IT)
- Forum of the Adriatic and Ionian Chambers of Commerce (IT)
- Venice International University (IT)
- Bilkent University - Department of History (TR)
- Občina Piran (SLO)
- Mocha Tours (TR)
- Amatori Tour Operator (IT)
- Albanian Tourist Service Office (AL)
- Tourism Office Pula (HR)
- Fondazioni Europa (AL)

Associated partners / Udruženi partneri

- Ministry for Culture and Tourism of the Republic of Turkey (TR)
- Association of Chambers of Commerce of Veneto Region (IT)
- Italian Geographical Society (IT)
- Eraklion Chamber of Commerce and Industry (GR)
- Bashkia Lezhë (AL)
- Associazione culturale Aurora (IT)

Supporting partners / Podržavajući partneri

- Council of Europe - Venice Office (IT)
- UNESCO Regional Bureau for Science and Culture in Europe - Venice (IT)

WWW.VEROTOUR.EU

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Contacts / Kontakti

Veneto Region - Tourism Department
Palazzo Sceriman, Cannaregio 168
30121 Venezia
segr.turismo@regione.veneto.it
www.regione.veneto.it
www.veneto.it



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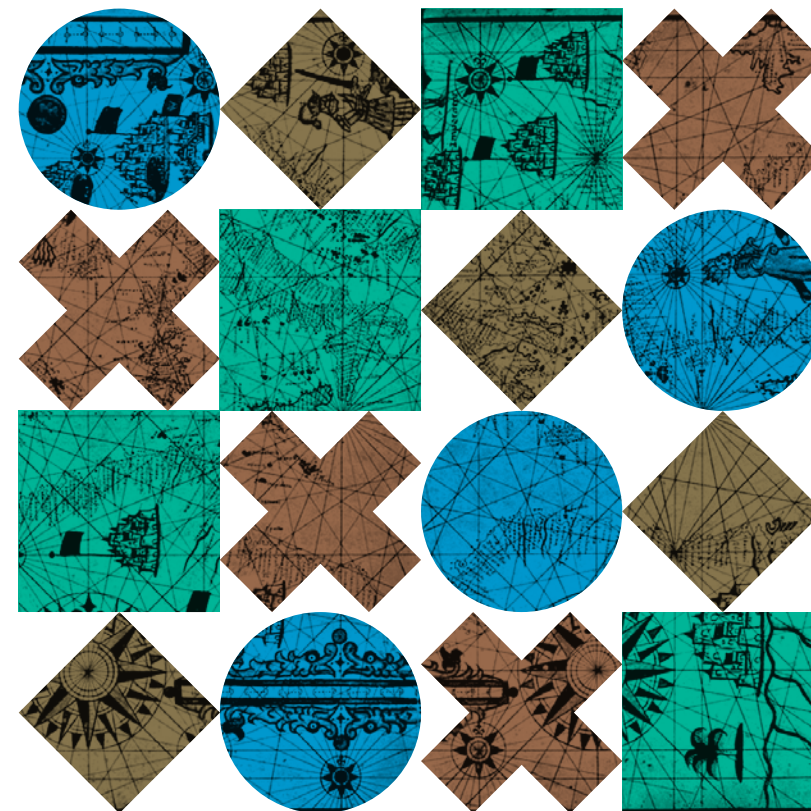
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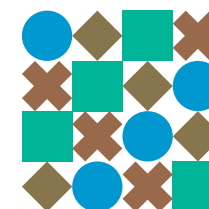
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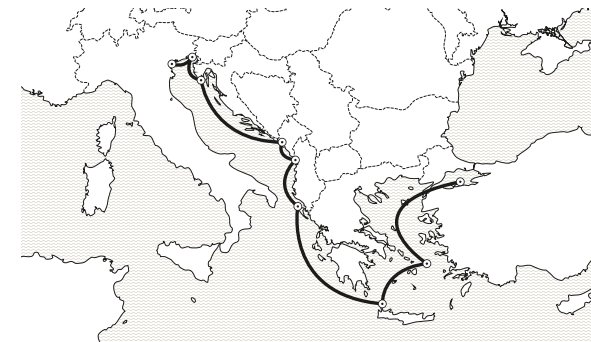
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VENETIAN ROUTES:
ENHANCING A EUROPEAN
SHARED MULTICULTURAL
SUSTAINABLE TOURISM

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VEROTOUR VENETIAN ROUTES: ENHANCING A EUROPEAN SHARED MULTICULTURAL SUSTAINABLE TOURISM



The project aims to implement a trans-national thematic cultural route linking the diverse heritage that flourished during the reign of the Republic of Venice, also known as the *Serenissima*.

Originally established for commercial purposes, these routes, a complex and extraordinary amalgam of maritime routes, settlements and defensive fortifications, functioned as a central link between Venice and the ports and cities along the Euro-Mediterranean region. These routes also contributed and facilitated the fruitful exchange between peoples and cultures, some as diverse and far-ranging as the civilizations located along the historic Silk Road. As a result of centuries of trade and exchange, countless historic and cultural sites remain along the network of these famous routes and continue to enrich us to the present day.

The public and private partners of the consortium in charge of implementing this project aim to diversify the thematic tourism offer in Europe by developing trans-national and sustainable tourism products. Building upon the immense cultural heritage available, this initiative also aims to make sustainability a key element of competitiveness. Small and micro-sized enterprises (SMEs) will be directly involved in the project thanks to the strong support of the Chambers of Commerce located along the Euro-Mediterranean region.

Projekt ima za cilj provedbu i poboljšanje transnacionalne tematske kulturne rute koja povezuje izvanredan i složen sustav pomorskih ruta, naselja, obrambenih utvrda i kulturnu baštinu koja karakterizira odnos između Venecije i Euro-mediterranskih luka i gradova za vrijeme Mletačke Republike (tzv. *Serenissima*).

Od srednjeg vijeka i kroz gotovo pet stoljeća ove trgovačke rute omogućavale su razmjenu i utjecaj između naroda i kultura i bile su povezane sa Putem svile prema Dalekom istoku.

Dokazi te interakcije još su vidljivi u mnogim aspektima danjašnjeg društva.

Javno-privatni partneri u konzorciju surađivat će na razvoju transnacionalnih i održivih turističkih proizvoda na temelju tih starih ruta. Konzorcij ima za cilj doprinijeti različitosti trans-nacionalne tematske turističke ponude u Europi, oslanjajući se na zajedničku kulturnu baštinu na europskoj razini i time čineći polugu za održivost kao bitan element za konkurentnost. Mala i srednja poduzeća bit će izravno uključena u projekt, zahvaljujući snažnom sudjelovanju gospodarskih komora smještnih u Euro-mediterranskom području u cilju povećanja njihovih vještina i konkurentnosti.