

## Coordinator / Koordinator

Veneto Region - Tourism Department (IT)

## Partners / Partnerji

- 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 / Pridruženi partnerji

- 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 / Podporni partnerji

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

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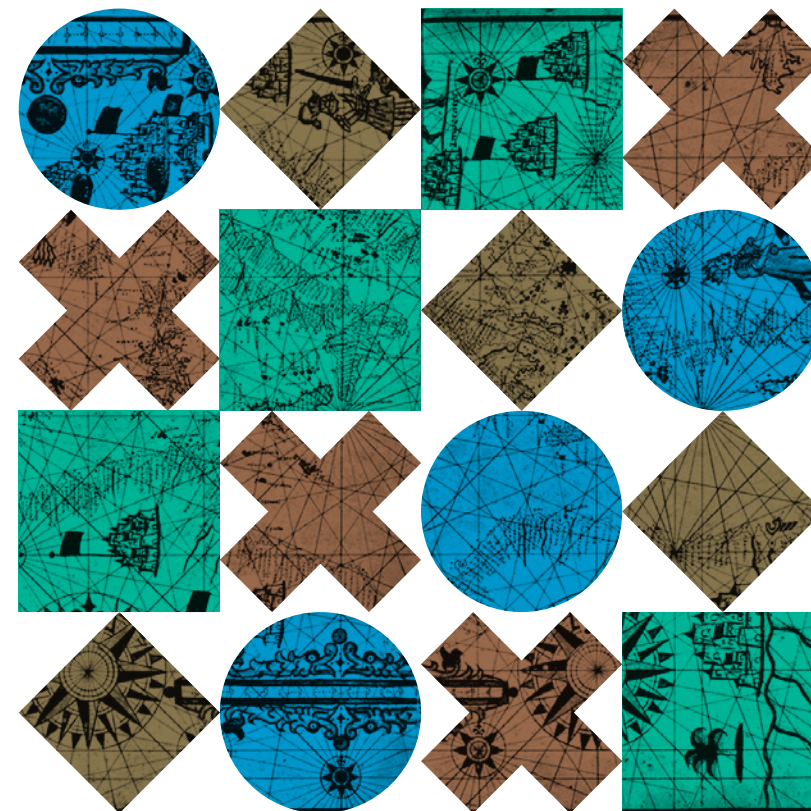
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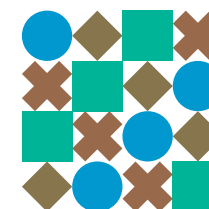
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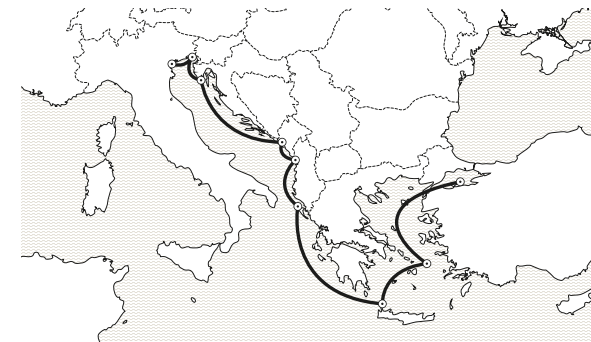
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VENETIAN ROUTES:  
ENHANCING A EUROPEAN  
SHARED MULTICULTURAL  
SUSTAINABLE TOURISM

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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.

Cilj projekta je vzpostavitev in razvoj transnacionalne tematske poti, ki bo povezovala izjemne in kompleksne pomorske poti, naselja, obrambne utrdbe in ostale objekte kulturne dediščine, ki so bili pomembni za razvoj odnosov med Benetkami in mesti ter pristanišči v Evropi in Sredozemlju v času Beneške republike (tako imenovane *Serenissima*). Že od srednjega veka dalje so te trgovske poti skoraj pet stoletij omogočale izmenjave in vplive med narodi in kulturami, s tem da so se navezovala na znamenito svileno cesto, ki je vodila na Daljni vzhod. Znaki teh interakcij se še vedno kažejo na številnih področjih v današnji družbi. Javno-zasebni partnerji, ki bodo sodelovali v konzorciju, si bodo prizadevali za razvoj trajnostnih transnacionalnih turističnih proizvodov, ki bodo temeljili na teh starodavnih trgovskih poteh. Cilj konzorcija je prispevati k diverzifikaciji transnacionalnega tematskega turizma v Evropi, izkoristiti skupno evropsko kulturno dediščino, tako da trajnostni razvoj postane tisti bistveni element, ki bo pripomogel k večji konkurenčnosti. V projekt bodo neposredno vključena mala in srednje velika podjetja in sicer v okviru poudarjenega sodelovanja gospodarskih zbornic evro-sredozemskega območja s ciljem, da bi povečali strokovno znanje in konkurenčnost omenjenih podjetij.