

**Interreg**  
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EUROPEAN UNION

ADRIATIC-IONIAN

European Regional Development Fund - Instrument for Pre-Accession II Fund

**EMOUNDERGROUNDS**



*Guide across*

***TRANSNATIONAL ADRION EMOtional UNDERGROUNDS:  
“a new attractive and integrated  
transnational creative-cultural tourism product”***





## EMOUNDERGROUNDS project

*The “EMOUNDERGROUNDS” project brings together ten partners from seven countries of the ADRION-IONIAN regions. Their ambition is to concretely contribute to the enhancement of the extraordinary beauty of the identified cultural assets - castles, fortresses, other cultural buildings, cities with underground tunnels - by systematizing a set of integrated interventions for the joint management, promotion and better enjoyment of the involved territories. Technological, multimedia and interactive installations for the valorization of the involved cultural sites, were implemented in each project site and represent the heart of the project. The project addresses the Programme S.O.2.1, Topic 1 “Preserve, capitalize and innovate cultural and natural heritage” with the mid-long-term perspective of enabling a sustainable, smart and inclusive growth of the whole ADRION area starting from the involved transnational tourist destinations, enhancing their attractiveness by promoting a new market-oriented cultural-creative tourism product based on accessible and intelligent experiential tourist routes and a renewed tourist offer. The proposed experiential routes across Italy, Greece, Croatia, Slovenia, Albania, Montenegro and Bosnia-Herzegovina include virtual reality rooms, intelligent mobile applications, holographic demonstrations, screens and interactive projections able to bring to life, historical or legendary characters linked to the involved places. Visitors from all over the world have the opportunity to live a unique and unforgettable experience through time, never lived before. Networking and clustering, policy improvement, analysis of cultural sites, ICT and New Media tools development, pilot actions with installations of innovative accessible cultural routes, training paths, institutional capacity building and governance at local and transnational level, were implemented in all project territories.*





### **Main achievements of EMOUNDERGROUNDS project**

The first project result is the created "EMOUNDERGROUNDS NETWORK", the Transnational Network of Creative and Cultural Industries (CCIs) and Tourism actors established to promote a common transnational cultural-creative-tourism product. Partners consecrated this alliance by signing a **PROTOCOL AGREEMENT**. This is an open-Network created with a long-term perspective in order to improve performance in the management of cultural tourism.

Further results are related to new policy tools on cultural heritage and tourism management, such as:

- a **TRANSNATIONAL ACTION PLAN** for the smart, sustainable and inclusive management of the involved transnational tourist destinations. The Plan goal is to improve the management and fruition of the identified cultural assets. It envisages development and marketing actions at local and transnational level in the mid-long-term to concretely contribute to the enhancement of all sites.
- a **GUIDELINES MANUAL** on recommendations and follow-up for public policy. It provides suggestions for local and transnational mid-long-term policies to improve the management of cultural heritage, based on the views and experience of CCIs and Tourism actors. The goal is to contribute to the creation of a better overall management of project sites, and potentially, cultural sites in general.

The project also provides **10 CULTURAL ATTRACTORS REQUALIFIED, ENHANCED AND PROMOTED**, thanks to pilot applications of technological, multimedia and interactive installations for the better management, enjoyment and enhancement of the selected sites in Nardò, Carpi, Andravida-Killini, Rijeka, Šibenik, Štanjel (Municipality of Komen), Ivančna Gorica, Kukes, Bar, Trebinje. These installations are able to go beyond the experiential cultural tourism practices used at local level, and they include: - 10 Cultural attractors undergrounds studies and analysis developed; - 10 Survey campaigns of cultural attractors undergrounds performed; - 10 Multimedia interactive installations designed and developed in equipped cultural sites. All Partners have promoted their pilot applications by **10 INAUGURATION CEREMONIES** conducted.

Further EMOUNDERGROUNDS project result is the **COMMON STRATEGY** for the smart, sustainable and inclusive management of ADRION cultural and touristic heritage. This result includes a **CAPACITY BUILDING PROGRAMME** with 20 focus groups implemented in all project areas and a **TRANSNATIONAL TRAINING PILOT PROGRAMME** with 3 training paths implemented in each project area. It produced an enrichment of knowledge and skills (on art, history, culture, technology) by know-how and best practices transferring and exchange, strengthening the capabilities of public/private operators in Creative-Culture-Tourism sectors, with prospects of new job.





Moreover, the project provides to local populations and tourists 30 INTER-CULTURAL CONTAMINATION EVENTS that enlivened the local involved communities in ADRION areas promoting their identity and local CCIs resources, such as: 10 events to promote historical origins and traditions, 10 literary and cultural festivals and 10 music representations. This ensured more than No 6.000 new visits to various cultural sites.

Everything mentioned above was strengthened by promotion through EMOUNDERGROUNDS website <https://emoundergrounds.adrioninterreg.eu/>, EMOUNDERGROUNDS video, social media pages and tailored promotional material.

"EMOUNDERGROUNDS" is also Leader Coordinator of the Transnational Thematic Sub-Cluster ADRION No. 3.1 focused on CCIs, which consists of 27 organizations from 8 different countries, with the aim of developing synergies and added value among the involved projects to go beyond what was already achieved. The main achievements are:

- a POLICY PAPER with recommendations and follow-up to influence the political debate on the cultural heritage management, conceived as tangible and intangible assets;
- NEW PROJECT IDEAS based on identified territorial innovation needs through the Project CANVAS methodology, to be funded within the 2021-2027 programming period;
- a MEMORANDUM OF UNDERSTANDING (MoU) at Cluster level that will ensure the transferability to other territories of ADRION sub-Cluster 3.1 projects' results and to further build on the achieved results.





## EMOUNDERGROUNDS PARTNERSHIP

### LEAD PARTNER

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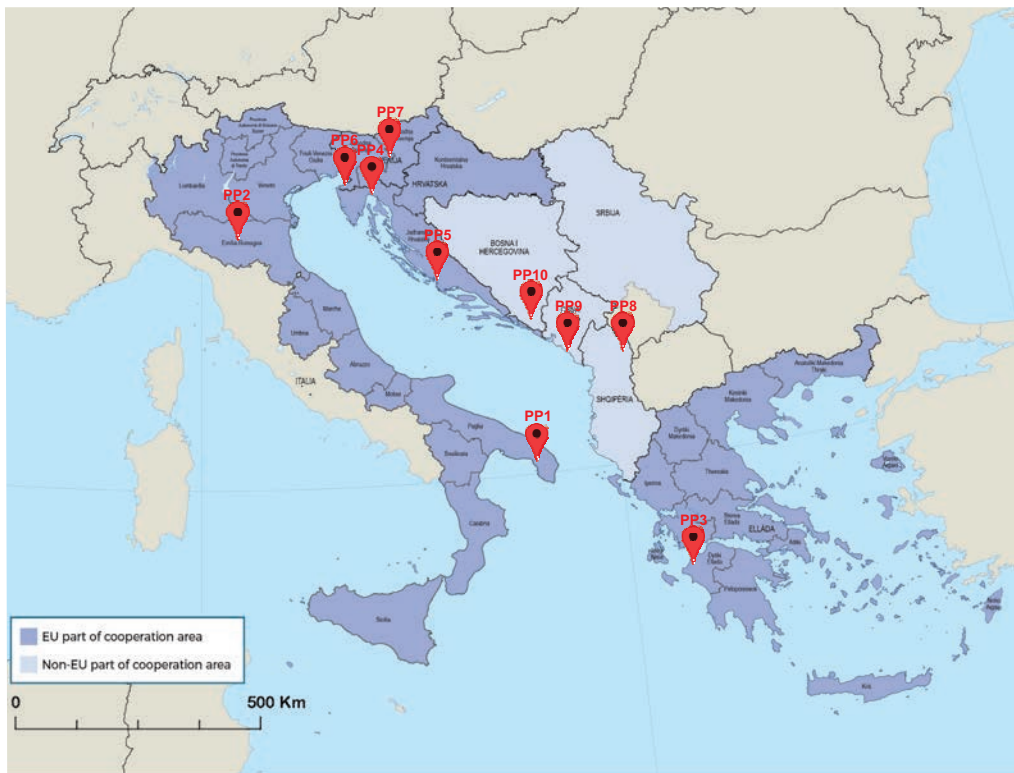
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PP1 - Municipality of Nardò



PP6 - Regional Development Centre Koper



PP2 - Municipality of CARPI



PP7 - Municipality Ivančna Gorica  
Department of Administrative, Social  
and Economic Affairs



PP3 - Municipality of Andravida-Killini  
(ΑΝΔΡΑΒΙΔΑΣ ΚΥΛΛΗΝΗΣ)



PP8 - Municipality of Kukës



PP4 - Rijeka Tourist Board



PP9 - Tourism Organisation of  
Municipality of Bar



PP5 - Public Cultural Institution  
Fortress of Culture Šibenik  
Department for cultural and historical  
heritage



PP10 - Trebinje Development Agency -





Nardò is a city located in south of Italy, in Apulia Region, with more than 30,000 inhabitants, that in its millennial history has experienced alternating phases of wealth and cultural centrality, peace and conflict, suffering and social and economic weakness.

Since some years, it has launched a series of initiatives aimed at disseminating intercultural exchange and promoting the territory through the valorization of its rich cultural, natural and archaeological heritage that is highly attractive not only for its region.



Nardò has an economy based on agriculture, farming, handicrafts, industrial production, trade in typical Salento products, food and tourism, a highly developed sector on the coast and in the historic center. In the local government's strategy, particular emphasis was placed on its networking ability with neighboring and across-the-sea territories whose history, aptitude or peculiarities are close to the city's history and its political development strategy.

The main valuable achievements in Nardò context, also thanks to transnational cooperation, were:

- The undergrounds and terraces of the Acquaviva d'Aragona Castle, requalified, enhanced and promoted, thanks to technological, multimedia and interactive installations able to go beyond the experiential cultural tourism practices used at local level, with virtual reality rooms, smart mobile applications, holographic demonstrations, interactive projections capable to bring to life, historical or legendary characters linked to the castle;
- An improved cultural tourism services offer, thanks to the possibility of enjoying diversified cultural contents made available by the study of historical, philological and literary sources, a physical and virtual emotional creative path, three inter-cultural contamination events that enlivened the local community promoting its identity and local CCI resources;
- Enrichment of knowledge (on art, history, culture, technology) by know-how and best practices exchange, three dedicated training paths, three territorial animation meetings, two Focus Groups, capitalization activities, networking, which let strengthen the skills of public/private operators in CCI sector and tourism, with prospects of new job;
- Animation of public policy debate on cultural heritage and tourism management and new policy tools, such as: - Action Plan; - Manual with Guidelines; - Policy Paper with Recommendations; - A Transnational Network of CCIs and Tourism Actors.





*At the Castello di Nardò, the visitor will have the chance to live several experiences and learn about the history of the city with accuracy and precision but also with passion, involvement and wonder. The exhibition itinerary starts from the Welcome Area. Visitors are welcomed by the highly qualified staff of the Castle who provide all the necessary information about how to access the underground area and the multipurpose spaces of the atrium, the terrace and the fortified towers and how to use interactive technologies.*

*Using ICT, visitors are able to travel to the past and virtually face-to-face with the holograms of eminent figures of Nardò, such as Giangiolamo II Acquaviva of Aragon, the Guercio of Puglia, and with the prisoners who were locked up in the dungeons. Visitors also discover through multimedia content and Virtual Reality the events that involved the Castle of Acquaviva of Aragon and the rich area of Nardò.*

*Emounderground in Nardò improves socialisation and integration and at supporting the creation of cultural and creative itineraries.*



*For these reasons, the atrium of the Castle, its terrace and fortified towers are locations for cultural events, debates, meetings and readings. They are also designated as social spaces for both adults and kids alike and host thematic workshops for the youngest visitors in order to detect new cultural phenomena and prompt reflection, debate and participation in both national and supranational community life.*





*Carpi is located in the centre of the Po Valley, at the hub of the main road system of northern Italy. The city has always managed to combine a strong-impact historical-cultural heritage with lively creativeness and versatile business skills. Carpi is also renowned for its culinary specialities, traditional produce and the excellence of the local cuisine.*

*The Palazzo dei Pio di Savoia complex is made up of a group of buildings dating from the Middle Ages to the 18th century. Founded as a fortified castle, it was remodelled over the centuries with the construction of fortresses, towers and turrets that were joined together in the early 1500s, when it was transformed into a princely residence by Alberto Pio III.*

*It is now home to the Museums, Municipal Historical Archive and Kiddie castle.*

*The complex's highlights include the Great Courtyard, Renaissance frescoes and internal visit route.*



*The main valuable achievements in Carpi context, also thanks to transnational cooperation, were:*

- The undergrounds of Palazzo dei Pio enhanced and promoted, thanks to technological, multimedia and interactive installations able to go beyond the experiential cultural tourism practices used at local level, with interactive installations capable to bring to life the value and history of such cultural attractor;*
- An improved cultural tourism services offer with a Carpicard, thanks to the possibility of enjoying diversified cultural contents made available by the study of historical, philological and literary sources, a physical and virtual emotional creative path, three inter-cultural contamination events that enlivened the local community promoting its identity and local CCI resources;*
- Enrichment of knowledge (on art, history, culture, technology) by know-how and best practices exchange, three dedicated training paths, three territorial animation meetings, two Focus Groups, capitalization activities, networking, which let strengthen the skills of public/private operators in CCI sector and tourism, with prospects of new job;*
- Animation of public policy debate on cultural heritage and tourism management and new policy tools, such as:*
  - Action Plan;*
  - Manual with Guidelines;*
  - Policy Paper with Recommendations;*
  - A Transnational Network of CCIs and Tourism Actors.*





*The innovative technological and emotional path, in the rooms of the Palace, dedicated to the historical and artistic heritage of the city was inaugurated on June 14, 2022.*

*Architectural context, historical evolution and relationship with the present are at the center of the new attractions that branch off from the Sala delle Poste to the other rooms of the Palazzo dei Pio, offering a new idea of usability of the site, an increasingly point of access to the system of sites cultural (and not only) of the city. Specifically, in the renovated tourist office of InCarpi, the first place of reception for tourists intent on accessing the network of monumental, museum and naturalistic sites of the city and the territory, the multimedia installations concerning the relationship between the evolution of the Palazzo and the city of Carpi are strategically placed. The experiential journey continues in the undergrounds of the Guerrieto and in the interior of the historic building, where the story moves on to the decorations in the main rooms, the Chapel, the ancient Sala della Dama, the Sala of the Petrarchian Triumphs. Also involved are the two squares dei Martiri and Re Astolfo in relation to the Palazzo: through an APP and QR code, visitors will be able to interact with the surrounding spaces, capturing the historical evolution that goes from the Middle Ages to the present day.*





The Municipality of Andravida-Killini is a municipality of Western Greece. It is 35 km away from the city of Pyrgos, and 60 km away from the city of Patras, while its port in Kyllini is the main gate for the connection of Western Greece to the Ionian Islands of Zante and Kefalonia. The municipality has a rich production of agricultural products and fishing, it is mainly a lowland area, while a great part of it is bordering the Ionian Sea. It has beaches of unique beauty and a variety of historical monuments and sights of great cultural value such as Chlemoutsi Castle.



A special ornament of the municipality is also the lagoon Kotichi, which is protected by the Ramsar treaty. The Municipality of Andravida-Killini is also operating the “Community Center” that provides information addressing to welfare and social inclusion programs and also is running the association “HERCULES” that manages the waste of 4 areas inside the municipality (Andravida, Lechaina, Mirsini, Tragano).



The Municipality of Andravida-Killini participates as a partner of “EMOUNDERGROUNDS” since the project targets to tourism development through the competitive exploitation of its infrastructures, historical monuments and attractions. Through this programme of cultural heritage valorization, the Municipality aspires to strengthen research, technological development and innovation, to improve access, use and quality of information and communication technologies, - to preserve and protect the environment and to promote resource efficiency.

The main valuable achievements in Andravida-Killini context, also thanks to transnational cooperation, were:

- The undergrounds Chlemoutsi Castle enhanced and promoted, thanks to technological, multimedia and interactive installations able to go beyond the experiential cultural tourism practices used at local level, with interactive installations capable to bring to life the value and history of such cultural attractor;
- An improved cultural tourism services offer, thanks to the possibility of enjoying diversified cultural contents made available by the study of historical, philological and literary sources, a physical and virtual emotional creative path, three inter-cultural contamination events that enlivened the local community promoting its identity and local CCI resources;
- Enrichment of knowledge (on art, history, culture, technology) by know-how and best practices exchange, three dedicated training paths, three territorial animation meetings, two Focus Groups, capitalization activities, networking, which let strengthen the skills of public/private operators in CCI sector and tourism, with prospects of new job;
- Animation of public policy debate on cultural heritage and tourism management and new policy tools, such as: - Action Plan; - Manual with Guidelines; - Policy Paper with Recommendations; - A Transnational Network of CCIs and Tourism Actors.





The implementation of the actions includes technological interventions, for the highlighting and utilization of the cultural monument (Chlemoutsí Castle) of the Municipality of Andravida-Killini. The preservation, promotion, utilization of historical monuments and the model of sustainable tourism are concepts linked to each other. The impact of the activities of this project is not limited only to the directly involved public authorities, but also extends to the citizens of the intervention area, since the main aim is to raise awareness and promote participation in the preservation of the cultural wealth of the area. The development of a new methodology that integrates different IT technologies is a valuable tool that can be used by local authorities to promote policies for the sustainable use of cultural assets that, due to their nature, will continue to exist after the end of the project, giving significant added value to the project. In addition, the development of tourism products that incorporate the latest IT techniques (3D models, virtual reality, holographic projection) will be sustainable, because the technological facilities are expected to be a particularly attractive feature for the aforementioned cultural space, contributing to the increase of visitors. The actions that had been implemented included the photogrammetric mapping of the castle and the production of digital 3D content, the development of multimedia 3D animation content and the development of a wireless iBEACON monitoring system and audio assistant.





*The Rijeka Tourist Board is an organisation operating on the principle of destination management, established in order to promote and develop tourism in the Republic of Croatia, as well as the economic interests of legal and natural persons providing hospitality services and other tourism services or performing other activities directly related to tourism through destination management at the level for which they were established as well as for the city of Rijeka.*

*It was founded in 1994.*

*The Tourist Board is represented by the President of the Tourist Board and the Director of the Tourist Office in a manner prescribed by the Act and Statute.*

*The structure and organisation of the Tourist Board is determined by the provisions of the Act on Tourist Boards and the Promotion of Tourism, the Act on Tourist Board Membership Fees, the Sojourn Tax Act and other implementing regulations.*

*Main tasks of the Rijeka Tourist Board are product development, information and research and distribution and it is obliged to take care that the tasks it carries out are harmonised with the strategic marketing guidelines and the instructions of the Primorje-Gorski Kotar County Tourist Board and the Croatian National Tourist Board.*



*The most valuable achievement of the project is the concrete contribution to the joint valorization of extraordinary richness of identified cultural assets in Rijeka as well as in Nardò, Carpi, Andravida - Killini, Šibenik, Koper, Ivančna Gorica, Kukes, Bar and Trebinje, and the improvement of the sustainable, smart, and inclusive development of the whole Program area as well as the cooperation among Partners in order to strengthen touristic competitive positions of our territories. The greatest benefits from participating in the project for local and regional tourism and development is improving cultural products and promoting it for cultural tourism purposes, enhancing collaboration and networking and gaining more possibilities for tourism development and introducing ICT solutions for cultural heritage.*





*The small - scale investments in our pilot area includes multimedia and interactive installations to enhance Trsat Castle as a cultural site. In order to improve the offer of the Trsat Castle the Rijeka Tourist Board wanted to restore a part of the existing exhibition. So, for this purpose we have created a new concept of the exhibition which would be based on a multimedia equipment, and which would provide a new approach to the*



*interpretation of cultural heritage. Besides that, workshops and educational programs have been held in the respective cultural site whose goal is to increase the knowledge of experts, volunteers, entrepreneurs, or future entrepreneurs about the innovative approach to creating a cultural-tourist product and heritage management methodology. The goal of the training is also to encourage the creation of new jobs in the field of cultural heritage, especially in terms of the cultural and creative industry, management and promotion of local heritage, development of innovative tourist services and local tourism development in general.*





Fortress of Culture manages three revitalized Šibenik's Fortresses: St. Michael's, Barone and St. John's, as well as House of Arts Arsen - a multi-purpose venue that serves as a concert stage, cinema, exhibition hall, etc. With the mission of continued and systematic research and preservation of the Šibenik fortification system and management of its sustainable use, Fortress of Culture Šibenik strives to strengthen the perception of Šibenik's fortresses as promotion platforms for cultural and creative industries.

The Institution actively encourages and increases public interest for cultural and historical heritage with its activities, contents and programmes with the end goal of educating the public by offering them attractive, cultural and entertainment contents.

Within a short time of its activity, Fortress of Culture Šibenik has become a recognizable example of excellence in cultural heritage management, especially due to its contemporary and innovative approach.



Fortress of Culture Šibenik developed four VR scenarios and procured VR equipment as a part of pilot actions within the project, therefore enriching the existing cultural offer of the city with new, interactive and immersive experience for the visitors of Šibenik's fortresses.

The project funds were also used in researching the historic origins and evolution of St. Michael's Fortress. The detailed photogrammetric recording of Fortress walls resulted in high-precision 3D model that captured all faces of the old walls. Further research led to new discoveries suggesting that Šibenik is a century or two older than it was believed to be.

Training programmes for future entrepreneurs and creative minds were designed and Guidelines Manual & Recommendations and follow-up for public policies were made as part of capacity building programme.

The events held in Šibenik were live-streamed via various digital platforms to strengthen transnational partnership. Šibenik Heritage Showcase presented the heritage of Šibenik region to a wider audience and history buffs; music event in June 2021 brought good vibes after a long period of silence due to Coronavirus restrictions; a kids day showed children and youngsters how literature transforms to other media.

The Fortress of Culture mobile application was created with the aim of providing timely and accurate information before, during and after visiting Šibenik's fortresses. On the other hand, it enables a better insight into the needs of visitors, which gives the Fortress of Culture guidelines for further development and improvement of contents and programmes for visitors.





*Thanks to funds provided through project, Fortress of Culture's dream came true: implementation of virtual reality pilot actions on St. Michaels and St. John's Fortresses.*

*After successful implementation of augmented reality (AR) at Barone Fortress in 2016 and 3D mapping technology at St. Michaels' Fortress in 2019, the time came to make a step further into technology. By using VR reality, the visitors of the fortresses will feel they are immersed in their surroundings and given the opportunity to learn more about significant events in Šibenik across multiple historic periods by taking part in defending the city and fortresses from attacks,*



*escaping from the dungeon of the fortress or participating in a race of some (very) unusual vehicles set in past centuries. All these adventures are accompanied with a narrative that consists of historical stories and facts.*

*This combination of software - specially designed animation and storytelling and hardware - device known as a Virtual Reality headset or helmet allows visitors to immerse themselves in video games as if they were one of the characters. This concept can be adjusted to any location that has an interesting story to tell, making it a great addition to cultural site. VR provides a great content not only for local community but also has a strong pulling factor to tourists - this may be its greatest potential.*





RDC Koper is authorised regional development agency for Istra, Brkini, Kras planning region. It is responsible for regional development with the following tasks: preparation, coordination and implementation of regional development programmes, monitoring and reporting, coordination of interests related to regional development of 8 municipalities. It manages guarantee scheme for small and medium-sized enterprises in the region and scholarship scheme. It has rich experience in implementation of projects of European territorial cooperation, with focuses on spatial planning, sustainable mobility, tourism development, entrepreneurial development, human resources, environment, rural development, integrated coastal zone management and maritime spatial planning. The agency plays an important development role between the state and (mostly small) municipalities. It encourages communication between municipalities and their communication with the state. It helps in formulating, finding finances and implementing projects that go beyond a narrow local scale.



There are three main achievements reached in the EMOUDERGROUND'S lifetime, the first was the animation of the aggregated public-private system to manage the cultural tourist product with territorial animation on partners destinations aimed to increase cooperation among the Partners in order to strengthen touristic competitive positions of their territories. The second was the common Strategy and shared Action Plan for the smart, sustainable and inclusive management of transnational tourist destinations; this phase helped to set up a plan of common actions for the middle and long-term period, thanks to the previous participatory process implemented by project partners and the third was a Common Development Management Plan through the signature of an Agreement Protocol among public and private stakeholders bearing of interests on creative-cultural tourism field in the target territories. Štanjel as a local tourism destination on the Karst have opportunity to promote and present itself on the international tourism markets. This is not just itself & alone but also in the broader context of destination Slovenian Karst as well as international product of cultural tourism. By achieving this local destination tourism stakeholders will have opportunity to value and respect their cultural heritage more than up to now. This also opens new dimension to marketing and destination development based on higher international standards, set and agreed in the EMOUDERGROUND'S project.





Through the app, a virtual character (a man) named Aviko, reveals the rich history of Štanjel, which has been inhabited since prehistoric times. Legend has it, that he is a boy who still wanders around Štanjel, because his parents forgot him when they moved to another location. Since then, the boy Aviko has been following the development and events in Štanjel all the time.

The adventure itself starts at the Tourist Centre, where the visitor is given instructions and guidance to try out the adventure and see Štanjel with Aviko. The app works by strategically placing you at the most important points to get to know and experience the history of Štanjel.

You are invited to discover the prehistoric period with Aviko through Štanjel through time.



The E-Guide is a virtual presentation of Štanjel, where every visitor can get to know Štanjel first-hand. The guide contains 360 photographs taken throughout the whole of Štanjel, including a 360-degree photo and a 3D render of the now-defunct North Tower.

The entire website contains historically rich information about the products (prehistoric products), workshops, visits and cuisine typical of the area in prehistoric times.

The virtual presentation of Štanjel allows the visitor to feel the pulse of the town, its historic architecture and beauty, and thus to arouse interest in visiting the town in reality.

This combination of software - specially designed animation and storytelling and hardware - device known as a Virtual Reality headset or helmet allows visitors to immerse themselves in video games as if they were one of the characters. This concept can be adjusted to any location that has an interesting story to tell, making it a great addition to cultural site. VR provides a great content not only for local community but also has a strong pulling factor to tourists - this may be its greatest potential.





Today the Municipality of Ivančna Gorica, with its 137 settlements and 12 local communities, is a relatively rapidly growing area, which increases the value of its transport links, enables the sustainable development of the economy and trade, and ensures a good quality of life.

There are many active associations in the fields of firefighting, culture, sports and other association activities in the municipality.

Besides the economy, the main focus of the Municipality of Ivančna Gorica is on education, health care and care for the elderly, inter-generational cooperation, local self-supply, energy efficiency, balanced spatial development and tourism. In this last area, the Municipality markets its products under the trademark "Comfortable and Homelike - the Municipality of Ivančna Gorica".



EMOUNDERGROUNDS project gave a concrete contribution to the valorisation of the extraordinary richness and potentials of the targeted cultural assets, which allows sustainable, smart and inclusive growth of the whole area. The project has supported cultural heritage preservation and sustainable tourism, rising its competencies and skills also with the support from creative industries.

Why we consider EMOUNDERGROUNDS project so valuable?

- Ten partners of EMOUNDERGROUNDS represent important networking potential which enables and encourages exchange of knowledge, experiences, ideas and, last but not least, mutual assistance and help amongst partners involved in the project;
- In order to preserve the rich cultural heritage, Municipality of Ivančna Gorica conducted digitalization process of the first castle in Slovenia - Podsmreka Castle in the municipality of Ivančna Gorica which is considered the birthplace of the Carniolan honey bee;
- Project has provided interactive equipment and training support for stakeholders who recognize benefits of EMOUNDERGROUNDS project as a business opportunity;
- Tourism offer of Ivančna Gorica and Podsmreka castle became the part of regional and transnationally presented tourism attraction of EMOtional UNDERGROUNDS.

This ensured proper participation of our organization and our contribution to project main objective - boosting the attractiveness/competitiveness of transnational tourist destinations by creating a new common cultural-creative tourist product.





As a partner of the ADRION - EMOUNDERGROUNDS project, Municipality of Ivančna Gorica got an opportunity to digitalize valuable heritage of Podsmreka Castle. Through this partnership, the Municipality was able to develop smart tourism and new tourism products, so, with the project's support, local public and tourists can learn more about the history of Podsmreka Castle.



New interactive and innovative tools were used to present the castle in the context of the House of the Carniolan Honey Bee in Višnja Gora, with a comprehensive presentation of the history of one of the most widespread honey bee species in the world that originated here.

Through a unique virtual reality experience, using smartphone apps, holographic presentations and interactive projections, the Municipality of Ivančna Gorica has created a tourism offer model based on utilizing and innovating cultural heritage, increasing the attractiveness and accessibility of the local environment, and creating additional tourism offers linked to the heritage of Podsmreka Castle.

Based on conducted study and analysis of the history of the castle, visitors can learn more about life in the castle and about Podsmreka Castle itself in the virtual environment using information points placed in prominent positions and translated into English.

The EMOUNDERGROUNDS project enables the preservation of cultural heritage using advanced technologies and we believe that visitors to the virtual castle and other multimedia material related to it will enjoy the walk-through history.

EMOUNDERGROUNDS project involves municipalities from Italy (the lead partner is the municipality of Nardò), Greece, Croatia, Slovenia, Albania, Montenegro, and Bosnia and Herzegovina, which represent huge promotion potential for our tourist offer.

The virtual presentation of Štanjel allows the visitor to feel the pulse of the town, its historic architecture and beauty, and thus to arouse interest in visiting the town in reality.

This combination of software - specially designed animation and storytelling and hardware - device known as a Virtual Reality headset or helmet allows visitors to immerse themselves in video games as if they were one of the characters. This concept can be adjusted to any location that has an interesting story to tell, making it a great addition to cultural site. VR provides a great content not only for local community but also has a strong pulling factor to tourists - this may be its greatest potential.





*Kukës area has a wonderful natural heritage, with outstanding landscapes and attractive natural monuments, thus becoming a desirable destination to be visited and enjoyed by nature-lovers.*

*The city was nominated for the Nobel Peace Prize regarding hospitality and for embracing thousands of refugees during the Kosovo War.*

*At the beginning of the 1970s, the construction of a dam for the production of electricity began, the invasion of which would have submerged what is now remembered as the old Kukes. At the same time, the construction of a new urban settlement began, the new Kukes, which would later house the population forced to leave the old houses. In the 1980s, more and more tunnels and rooms were added to the project, resulting in an underground replica of Kukës, 30 meters below the surface city. Construction activities continued until 1989, before each of the areas could be fully equipped. The goal was that 10,000 people could live self-sufficient underground, through 30 entrances to the network for up to six months.*

*After three decades of neglect, the time has come to design and implement the cultural and tourist reuse of this infrastructure.*



*Main achievements of EMOUNDERGROUNDS project:*

- The development of the EMOUNDERGROUNDS cultural network with the help of the other partners. A network has been created as reliable and effective tool for the local development.*
- The City of Kukes has developed the mapping of the EMOUNDERGROUNDS heritage creating an integrated offer of cultural tourism services.*
- The Municipality has set up an available and appropriate info-point in the hall of the “Kukes Ethnographic Museum” to provide information to the tourists and stimulate cultural and tourist development.*
- The promotional activities, such as literary, musical and theater events dedicated to the theme of “Underground Heritage”, have been important for educational aims, especially to the young students to better know and like their past and cultural heritage, such as monuments, landscapes, books, works of art, and artefacts), intangible culture (such as folklore, traditions, language, and knowledge), and natural heritage (including culturally significant landscapes, and biodiversity). The EMOUNDERGROUNDS project has strengthened communication with local community of Kukes to raise awareness of the importance of local cultural heritage, its knowledge, protection and promotion.*





*The Kukës Municipality pilot project installs virtual reality equipment in the Kukës Ethnographic Museum. Using this installation, visitors can learn about and understand the city's underground heritage. Spreading the knowledge of the impressive system of tunnels built in the subsoil of the new city during the Enver Hoxha regime is the prerequisite for designing and developing new ideas for its enhancement through the offer that can produce a greater awareness of citizens of the cultural value of their territory. This process could potentially attract investors interested in exploiting portions of the “Underground City”, both for tourism purposes and for agro-gastronomic and commercial activities, thus generating economy and jobs for local people. It is also easy to activate social and cultural promotion activities. These project proposals will be able to stimulate the necessary involvement of the Ministry of Defense and the public institutions responsible for culture, tourism, economic development and social cohesion, which will have to express themselves on the methods of recovery and reuse of the tunnels, as well as on the forms of partnership between public and private entities.*





The main tasks of the local tourist organization TO Bar are improvement and promotion of the original values of the municipality through development and diversification of the tourist offer, creation of conditions for activating tourist resources, protection and preservation of tourist sites, environment and cultural heritage in the municipality of Bar.

TO Bar directly communicates with tourists through tourist information bureaus in tourist places, registration and deregistration of stay in accordance with the law, and keeping records on the collection of residence, excursion and tourist tax and membership fee. The friendly staff of TO Bar provides guests with information on available accommodation, catering facilities, cultural and other events, as well as service information needed to make the stay of tourists as pleasant as possible.

In addition to services of electronic registration of residence and payment of residence tax, all tourist information bureaus provide tourists with information about the overall tourist offer of the town, as well as advertising and propaganda material.

The tourism organization of the municipality of Bar, as one of the 10 project partners, through the interactive process of implementing the EMOUNDERGROUNDS project, made progress in the tourist valorisation of the local cultural heritage with a focus on the fortress, i.e. the Old Town of Bar. The implementation of the activity included the engagement of local experts from history, culture, tradition on the one hand, experts from the domain of digitization



and IT, but all of this with the help of experts from the tourism sector. The focus was on the local private sector, which worked together with local public organizations and institutions to create a new, or better, tourist offer. A special segment of the work was the inclusion of local tour operators who brought a market aspect to the whole process, i.e. helped to design and carry out the valorisation of the old town of Bar in a sustainable and comprehensive way, because tour operators are the ones promoting the quality cultural attractions locally and internationally.

Strengthening the connections of local tourism actors was done through the organization of two focus groups at the municipal level and through events and workshops aimed at improving the level of information of local actors as well as their specific knowledge. Work was done on the valorisation of the local intangible cultural heritage, music, manifestations, digitization of the offer through the production of an interactive mobile application that will provide visitors of the old town of Bar, both on location and globally, with more adequately presented information about local cultural content, customs and other tourist attractions through personal SMART devices.





*Project activities and pilot intervention in Bar were part of a cross-border project that aimed to valorize the cultural content of the cities participating in the project. It was strengthened by the joint definition and adoption of an action plan, which serves as a tool that will be used by the members of the transnational cooperation network in order to improve wealth and potentials of the targeted cultural assets, and will allow a sustainable, smart and inclusive growth of the entire ADRION area.*

*Pilot location in Montenegro was placed in the Old Town of Bar, where the synergy of culture and tourism was created, creating a new story that included a more attractive presentation of the location through innovative solutions that show in more detail the five points of interest of the old fortified town. Digital displays, 3D animations, 360-degree shots, descriptions of locations designed by historians and tourist guides are included in an interactive mobile application. In addition to the new digital content, the area of the fortress of the Old town is covered by a wi-fi signal for the first time, which enables both domestic population and foreign tourists to use smart devices at the same locations.*

*A center for visitors in the old town is now equipped with new furniture and audio-visual equipment that provides the opportunity for additional presentations of tourist attractions of Bar and other partner cities.*

*Additional value is represented by the new digital info-panel (billboard) which is positioned on the most frequented public square in the center of the city of Bar, where touristic and cultural contents will be presented on the spot with a special focus on the attractions of the old town of Bar.*





City of Trebinje, placed in Adriatic hinterland, is the area with considerable cultural and natural heritage potential and growing tourist destination. Amongst other, tourism sector is recognized as strategic development priority, and positive trends in past period are just an example of strong momentum.

The Development Agency of the City of Trebinje - TREDEA is a public non-profit organization established in 2005 and committed to local and regional development, particularly active in the area of tourism including contribution to protection and preservation of natural and cultural-historical heritage.

The Agency has an extensive experience in implementing development projects, and also functional partnerships and good cooperation with local authorities, CSOs, similar organizations from wider region, international organizations and other relevant stakeholders.

Beside aforementioned, TREDEA's main activities refer to providing support in the areas of employment and local entrepreneurship, vocational education, retraining and additional training of workers, implementation of training programs etc.



In Trebinje, EMOUNDERGROUNDS project contributed to touristic valorisation of the part of cultural/natural heritage from Austro-Hungarian period which was not really visible, in an innovative, unusual and, for tourists, really interesting way.

Cooperation of different stakeholders, common approach in tourist destinations management and development of integrated tourist products in ADRION region, represent good examples of tourism practices which have potential to be multiplied in other development areas.

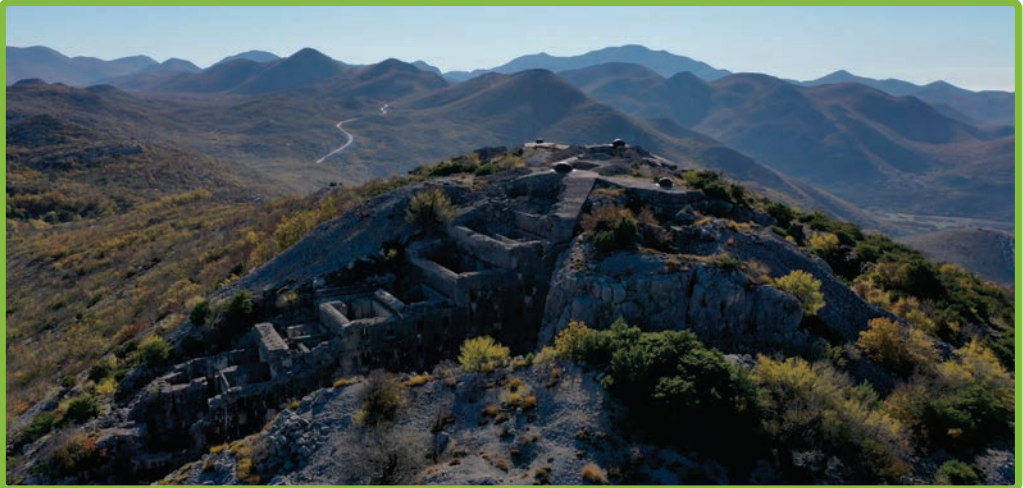
Implementation of EMOUNDERGROUNDS project in Trebinje included Study of cultural attractors followed by creation of digital and virtual contents and development of multimedia contents for interactive exhibit which now allows visitors to travel through the time and learn about Trebinje history.

This contribution to the valorisation of inestimable wealth of cultural and historical assets also implies the preservation of cultural heritage and practicing sustainable tourism by all involved stakeholders.

EMOUNDERGROUNDS allowed TREDEA and City of Trebinje to gain important experience and networking resources through participation in joint development of Policy paper with recommendations as well as other planning documents such as joint Action plan.

Shared knowledge through educational paths had increased local capacities that represent real foundation for future improvements and appliance of modern technologies in the areas of tourism and valuable heritage protection.





Former command post of Austro-Hungarian army in Trebinje, now building of Herzegovina Museum which dominate the Old town, was the central spot of all Trebinje fortifications. Its preserved dovecot tower was used as main communication point as there were total of 30 fortified buildings from the Austro-Hungarian Monarchy in the urban part of Trebinje and on the surrounding hills, according to engineer Volker Konstantin Pachauer.

The VR tour through the most important fortifications, placing the visitor in the role of carrier pigeon or fortification staff operating the objects, characterize the digital interactive installation presenting “Trebinje as fortification” and the biggest Austro-Hungarian fortification in this part of Europe “Strač”, with its immense undergrounds. Interesting artefacts from Austro-Hungarian period, in digital form and nicely integrated into the presentation, just fulfill the experience of this virtual adventure.

Whole installation includes also touch platforms, wall projections, wireless monitoring system, audio assistant etc., while previously performed study of cultural attractors as well as relief & photo campaign, had set the basis for development of the contents later translated into digital form in post-production.

Exhibition is placed in one of museum depots with still unexplored locations in its close surrounding, fitting the ambient to full experience for visitors and combining new technologies and old architecture.

EMOUNDERGROUNDS project introduced another good practice of promoting sustainable tourist valorization through digital preservation of fortification complex placed in the wider area of Trebinje, which will trace the path for future application of this approach in order to protect various objects and places with historical heritage and interesting stories.



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