

## Coordinator / Coordinatore

Veneto Region - Tourism Department (IT)

## Partners / Partner

- 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 / Partner associati

- 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 / Partner di supporto

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

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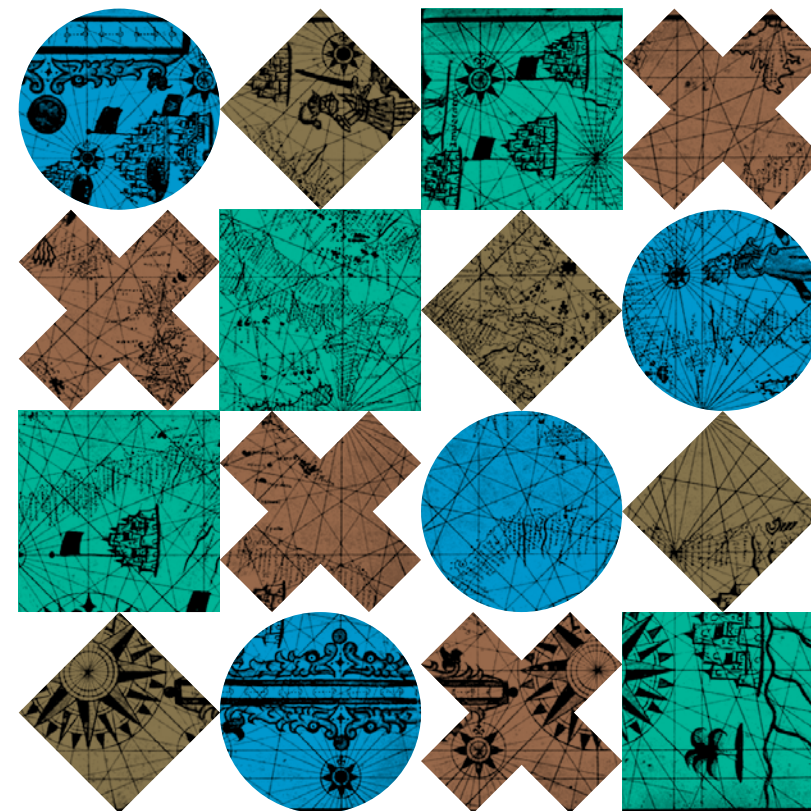
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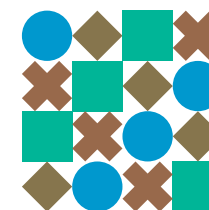
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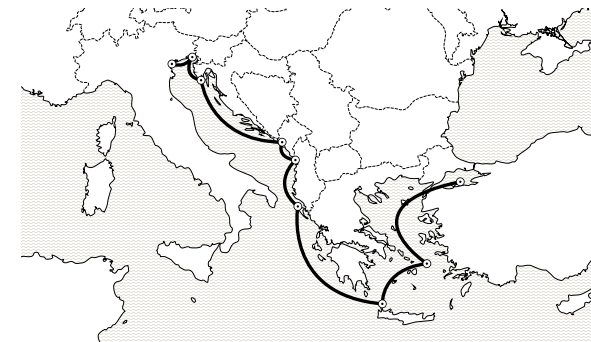
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VENETIAN ROUTES:  
ENHANCING A EUROPEAN  
SHARED MULTICULTURAL  
SUSTAINABLE TOURISM

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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.

Il progetto intende implementare e valorizzare un itinerario tematico transnazionale che collega il sistema straordinario e complesso di rotte marittime, insediamenti, fortificazioni difensive e il patrimonio culturale in genere che caratterizzarono le relazioni tra Venezia e le città e i porti d'Europa e del Mediterraneo nel corso della Repubblica di Venezia (la cosiddetta *Serenissima*). Sin dal Medioevo e per quasi cinque secoli queste vie commerciali facilitarono gli scambi e le influenze tra popoli e culture collegandosi con la celebre Via della Seta, che arrivava in Estremo Oriente. I segni di queste interazioni sono ancora evidenti in molti settori della società odierna. I partner pubblico-privati del consorzio coopereranno per sviluppare prodotti turistici transnazionali e sostenibili basati su queste antiche vie. Il consorzio mira a contribuire alla diversificazione dell'offerta turistica tematica transnazionale in Europa, capitalizzando sul patrimonio culturale comune a livello europeo e facendo leva sulla sostenibilità quale elemento essenziale per essere più competitivi. Piccole e medie imprese saranno coinvolte nel progetto grazie alla forte partecipazione di Camere di Commercio operanti in area Euro-Mediterranea, con lo scopo di aumentare le loro conoscenze e la loro competitività.