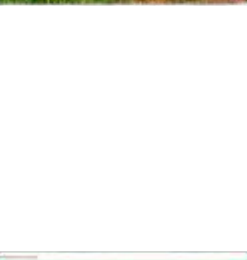


# BEST CCI IDEAS FOR CULTURAL HERITAGE VALORISATION





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# BEST CCI IDEAS FOR CULTURAL HERITAGE VALORISATION

## CULTURAL AND CREATIVE INDUSTRIES FOR SUSTAINABLE TOURISM

Despite the richness of the cultural heritage in the Adriatic-Ionian (AI) area and its bustling social and cultural life, the tourism offer potential remains still largely unexpressed. Before the pandemic, mass tourism schemes, strong seasonalization and concentration of flows in main destinations jeopardized sustainable development and the undisclosed potential of creativity. The pandemic completely changed our living habits, needs and travels in a very short time and strongly affected both the CCI and tourism sectors.

Cultural and creative industries (CCIs) play an important role in fostering economic growth, job creation and innovation but are still poorly valued in their economic impact.

CCI4TOURISM fixed a clear and ambitious objective: making CCIs key players of the tourism sector and a distinctive factor of growth in the AI macro-region. To achieve this goal new, unconventional approaches to tourism management strategies are needed, where disruptive mind thinking matters. We want to dedicate the best of our business support services for the success of the CCI sector, hardly working on entrepreneurial discovery and talent mobilization, empowerment of entrepreneurial skills and hybridization between cultural, creative and tourist businesses, for the creation of new companies and for the design of new products and services.

Considering all that alongside all other activities, the CCI4TOURISM partnership launched the Transnational Call for cultural and creative Ideas for sustainable tourism in early 2021 and collected ideas solving challenges of how the companies in the field of CCI could contribute to an innovative tourism product and services and the formulation of a new strategy for sustainable tourism.

Gathered and confirmed creative projects were part of the transnational support program in 9 countries including coaching hours and training workshops to develop and bring to live all the creative ideas. In this booklet we present the 27 selected best ideas within the partnership to promote them and give examples and inspirations for sustainable tourism development. Ideas connect local communities, local knowledge and creativity to give visitors different, authentic experience of places visited.

We invite you to participate and discover our countries!

More about CCI4TOURISM project:  
<https://cci4tourism.adrioninterreg.eu/>



ITALY

# Puglia e-bike Adventure

4



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SLOW TOURISM, NATURAL AND CULTURAL HERITAGE, RURAL TOURISM, SUSTAINABILITY, CYCLING TOURISM

**Puglia e-bike adventures** offers the possibility to rent e-mtbs (high end pedal-assisted mountain bikes) to discover the most beautiful and evocative places in Puglia through thematic routes that offer the experience of places, events, ancient crafts and historical figures in a sort of widespread museum. At the heart of the project is Davide Monteleone: programmer and theatre cinema exhibition manager, he started this initiative for the protection and promotion of Puglia's territory uniqueness.

Davide wants to promote the idea of "slow tourism": respectful of nature and biodiversity, socially responsible and inclusive. The project also contributes to the development of rural tourism, which represents a segment of the tourist offer that allows for the seasonal adjustment of tourist flows.

He proposes different types of experience: cycling tourism, for those who travel long stretches of cycle paths, in several days, staying in different places; cycle hiking, for people who wish to include bike excursions among the activities to do on vacation; sport cycle tourism for those who want to know more challenging routes; Cyclo-experience

for those who want to know the territory in its cultural, architectural, sociological and artistic nuances using an eco-friendly vehicle.

Being part of CCI4Tourism project, Davide improved his professional approach to business: interaction with local Creative Hub's experts pushed him to question himself and fostered growth and refinement of the business model. Trainings' participation helped him to identify needs for further study.



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ITALY

# Murgia by bike

6



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📘 Murgia a Pedali

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MaP – Murgia a Pedali (in EN: **Murgia by bike**) is a free mobile app aiming to facilitate and develop the cycling tourism of the territory. It is based on the accurate mapping of the suburban road network, enhancing the value of the paths and secondary roads (real "natural" cycle paths).

MaP will offer a lot of useful information in order to choose the most suitable route according to users' needs: indication of the type of road surface and of the difficulty of each road; indication of the altimetrical difficulties, with cataloguing of the climbs; indication of historical-cultural and landscape-naturalistic point of interest; recommendation about selected local typical business, e.g. wine-gastronomic producers and tourist-accommodation; chance to choose pre-packaged thematic itineraries, with exciting virtual preview.

Heart of the project is Felice Miscioscia, experienced cyclist, graduate in Spatial Planning and specialized in tourism sustainability. Being part of CCI4Tourism PROJECT helped him in enriching and developing the idea through confrontation with experts and seminars. Its aim is to expand the team to offer more and more

services, including the creation of a velostation near Castel del Monte to serve as a shelter for cyclists, info point, eco-sustainable bike-camping and bike rental point.



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ITALY



# LerniLango

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- lernilango
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**LerniLango** is a digital platform that allows the learning of the Italian language with the support of technology and promotes cultural tourism through the integration of language learning with cultural experiences. The project is carried out by Simona di Punzio, content creator and Italian language teacher with a II level master in teaching the Italian language to foreigners in E-learning mode, and Marcos Bellezi, computer developer with also a master's degree in Business Administration.

The project offers customizable study programs, an e-shop to buy the study vacations, cultural experiences totally tailored to the users' preferences. On the platform users will be able to follow a language learning path and book every element of their study vacation, comparing different prices and options. With this structure the user will organize and personalize their experience according to their needs, based on their interests and having the possibility to know all the prices.

Being part of CCI4Tourism project Simona and Marcos have better defined their product portfolio and are working on an optimal management of the platform and hospitality services in Puglia.



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[www.sdg.un.org/goals](http://www.sdg.un.org/goals)



[www.lernilango.com](http://www.lernilango.com)



CROATIA








# Let's Create for the Future

10



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Project »Let's Create for the Future« connects traditional painting techniques with new technologies in order to create new conceptual solutions in interior design, textile design and fashion. It gives opportunity to graphic design to enhance economic and tourist activities.

New interpretations of traditional painting techniques were made and implemented in the samples by digitalization. Joining the traditional and contemporary is suitable for personalizing indigenous areas that are specific to their location. Thus, tourism as a branch of the economy is ideal for the implementation of such projects.

Each hotel or restaurant can be personalized to add value through a visual identity that offers an experience of culture and customs in any country in the world. Each new drawn element can be found on a bottle of olive oil or a package of soaps... The business opportunities are limitless. Also production is more sustainable. The textile industry is turning to more sustainable production and environmental protection. With new technologies, each sample can be implemented in a digital display of products before prototyping, which simplifies and shortens the production cycle.



## SUSTAINABLE DEVELOPMENT GOALS



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[www.fosca.com.hr](http://www.fosca.com.hr)



CROATIA



# Ravni Kotari Trail

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»Ravni Kotari Trail« is about discovering the natural and cultural heritage and accompanying contents of the rural Ravni kotari area through a walking and racing trail. Raising awareness about nature conservation and one's own health. The focus is on cultural heritage, natural beauties, encouraging a healthy lifestyle, staying outdoors, and acting in accordance with the National Development Strategy of the Republic of Croatia until 2030 as well as all modern trends. The Zadar region is known in the world as one of the most attractive in the Mediterranean, and what we especially want to promote is the exceptional geographical diversity that makes this area an ideal place for various outdoor sports activities. The rich cultural and historical heritage of Ravni kotari is still undiscovered in its full potential.



## SUSTAINABLE DEVELOPMENT GOALS



This walking and racing trail offers a unique tourist product for the market of special interests, a cultural research experience in a beautiful natural environment. By organizing this trail, we design content that will enrich the offer of domestic and foreign tourists already in the region and create new contents that will become a factor in attracting new tourists.

[www.sdg.un.org/goals](http://www.sdg.un.org/goals)



[www.zadaroutdoor.com](http://www.zadaroutdoor.com)



# Crocus

## CROATIAN CULTURE STORIES

14



**CROCUS**  
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The business idea »**CROCUS: CROATIAN CULTURE STORIES - SWEET PATHS OF WISDOM**« creates content for tourist trails. The idea is focused on design, implementation and promotion of the brand Paths of Wisdom in the rural area of Zadar County based on folk proverbs and sayings. Project includes creating new content for paths, content writing and shaping the visual identity along existing tourist trails or prominent places in the landscape; designing new routes based on traditional and cultural heritage; creating souvenirs related to trails; and also organization of excursions and workshops. As a starting point for the development of all content »SWEET PATHS OF WISDOM« takes proverbs and sayings. To interpret them in a holistic manner research of literature will be prepared. The simple drawings or caricature for each proverb will be created since the visual sign is more memorable and attractive than the text and it is beyond the language barrier.

Short explanatory stories will be written and recorded which will be digitalised for the visitors. We want to achieve also language learning moment also by looking for similar proverbs in other languages. On the field wooden boards with engraved proverbial

text and drawings will be arranged along with resting benches for visitors to enjoy the routes.



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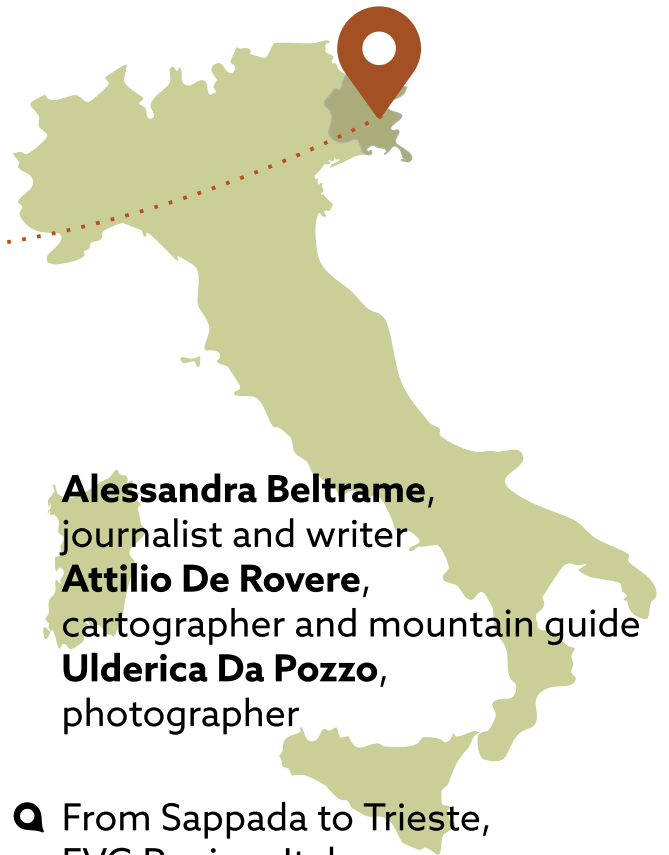




ITALY

# Outdoor Factory - Angel's Way

16



**Alessandra Beltrame**,  
journalist and writer  
**Attilio De Rovere**,  
cartographer and mountain guide  
**Ulderica Da Pozzo**,  
photographer

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FVG Region, Italy
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-  [www.bit.ly/Viadegliangeli](http://www.bit.ly/Viadegliangeli)





CCI ideas description: **ANGELS' WAY** is an itinerary of about 200 km long that from the Carnic Alps reaches the Adriatic Sea and can be covered on foot or by mountain bike. It is an extraordinary route that winds along ancient paths and secondary roads, through Carnia, the Julian Pre Alps and the foothills of eastern Friuli, the Collio and the Karst. Starting from Sappada on the border with the Dolomites the route leads visitors in 15 stages on foot or 7 by mountain bike to Trieste.

The itinerary winds through intact natural environments, among landscapes that change from stage to stage and touches some of the richest places in history and culture of Friuli Venezia Giulia, such as Venzone or the UNESCO site of Cividale.

Being part of Angel's way gives visitors an opportunity to discover the Region in its most authentic aspects. Through sustainable tourism an enjoyment of nature is combined with good food, culture and comfort. Individual stages belong to tourist resorts with good touristic infrastructure. Along the way there are numerous accommodations, cultural and archaeological

sites, farms and wine cellars.

The name originates from the Bridge of Angels, which is located halfway along the itinerary. Each stage also has one or more angels, wayfarers »protectors« that walkers or cyclists can discover. The geolocation of the route is under development.



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ITALY



# Blawalk

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**Lorenzo Colavizza  
Ariella Colavizza  
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**Blawalk** is a tool for digital tourism and socializing for individuals through sharing their outdoor passions with other users registered on the platform.

It allows both, professionals and individuals, to share their skills and allows small businesses to support themselves through the promotion of their touristic offer.

Blawalk allows you to create small groups that discover the territory together and maintain ethical and sustainable relationships. Blawalk also helps the local economy as alpine refuges, taverns, farmhouses, local sports shops and local museums.



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[www.blawalk.it](http://www.blawalk.it)

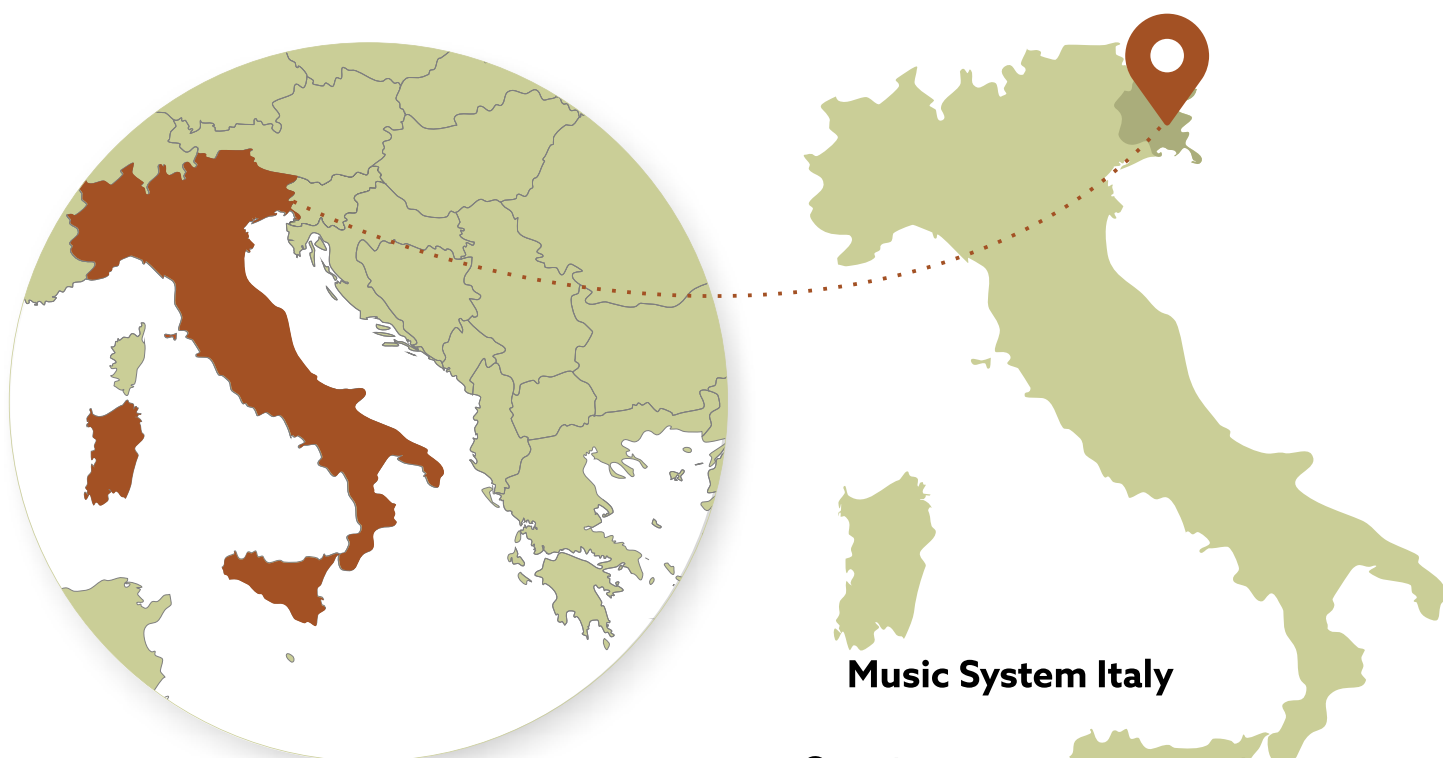


ITALY



# Music System Italy

20



## Music System Italy

- Udine, FVG Region, Italy
- MusicSystemItaly
- MusicSystemItaly
- [www.youtu.be/LpPOAkHTwMw](https://www.youtube.com/watch?v=LpPOAkHTwMw)
- [www.musicssystemitaly.eu](http://www.musicssystemitaly.eu)



**Music System Italy** is a project that offers higher musical training together with tourist promotion of the Friuli territory. It offers high-level courses, masterclasses, concerts and guided tours in the most important cultural and culinary sites of the Friuli Venezia Giulia Region.

Students and young professionals from different countries can, at the same time, study music with world-renowned teachers and learn about the excellence of Friuli Venezia Giulia, including the five UNESCO World Heritage Sites.

Music System Italy is a platform for cultural exchange between artists and students from all over the world. It offers the opportunity to share their experiences and musical skills in a space where languages, cultures and customs coexist in harmony. Project aims at the development of an innovative »Music System«, with the enhancement of the different professional figures necessary for the music sector in a modern society.

(Ottaviano Cristofoli - artistic director of Music System Italy)



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[www.musicssystemitaly.eu](http://www.musicssystemitaly.eu)



GREECE



GREAT

Greece Accessible Tourism

contact us  
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HOME THE PROJECT DESTINATIONS DEMO CONTACT



# Search for an accessible destination in Greece

# Accessible Greece

22



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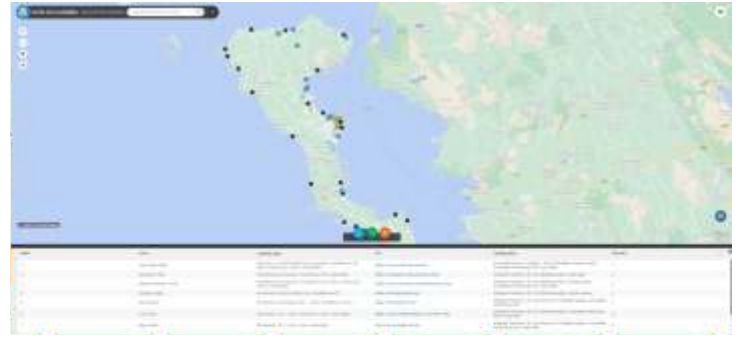
"Accessible Greece" is related to the development of Greek tourism by adopting tourism management strategies and by strengthening the potential of the Cultural and Creative Industries.

The aim is to promote accessible tourism through the use of new technologies by upgrading the services provided to the country's citizens and visitors, especially disabled ones. More specifically, the proposal concerns the development of a digital application, which will collect and provide integrated information on the availability of accessible accommodation, beaches and cultural sites in Greece.

At the same time, the application will offer navigation services to selected destinations using ramps, sidewalks and pathways for accessing points of interest, as well as obstacle declaration (such as prohibition of parking on ramps) for disabled visitors. The end user will be able to interact directly with the platform by adding accessible places or pointing out obstacles.

AccessLab has already developed two solutions on accessible tourism: GREAT-Greece Accessible Tourism and Accessible Tourism|AccessLab.

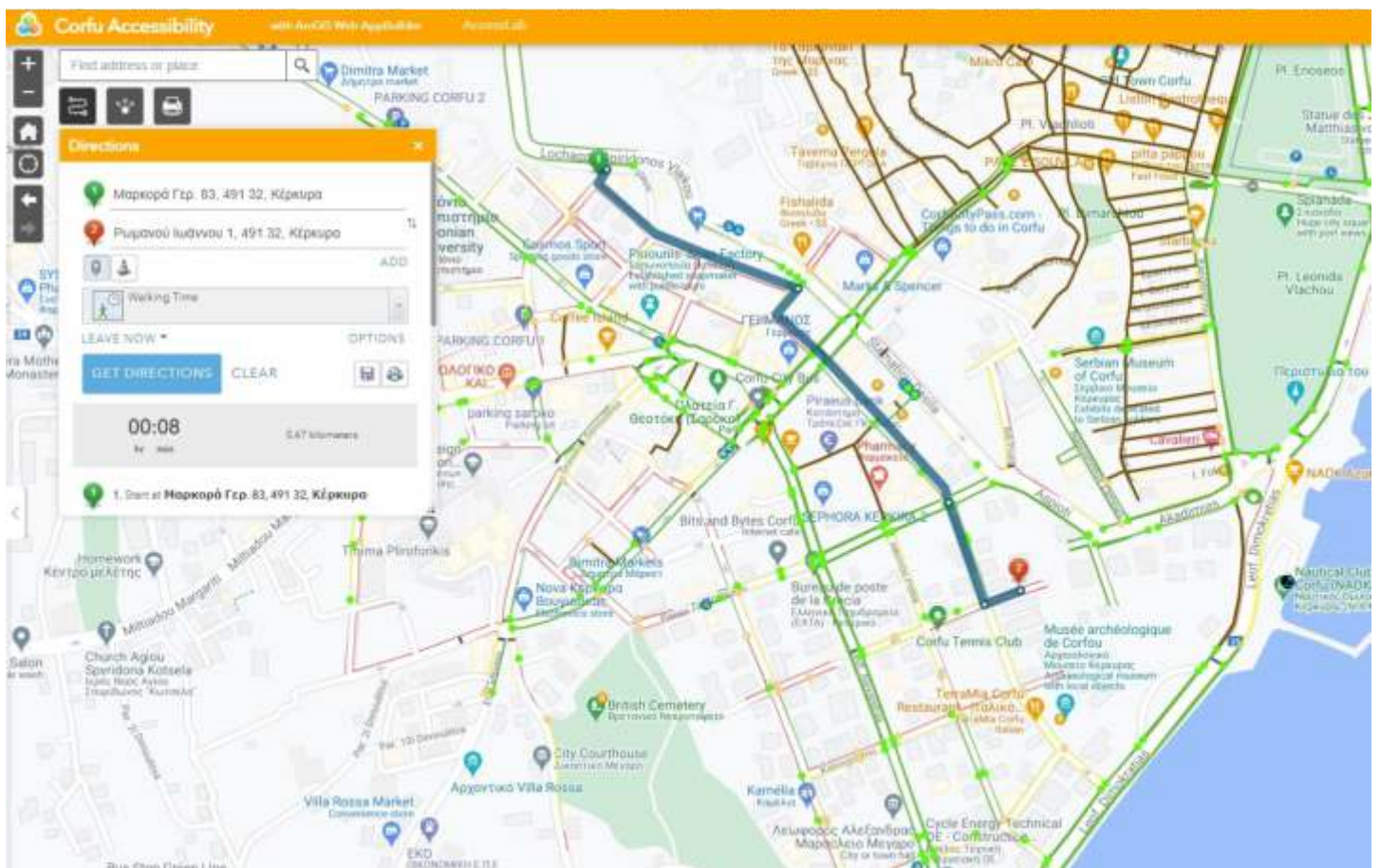
You can see more at this link:  
[www.accessiblegreece.accesslab.gr](http://www.accessiblegreece.accesslab.gr)



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[www.sdg.un.org/goals](http://www.sdg.un.org/goals)



[www.accesslab.gr](http://www.accesslab.gr)



# 360° Virtual Tours

24



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The business idea is to create a platform that will offer visitors 360 ° live virtual tours of archaeological sites, museums, neighbourhoods, places of natural beauty and cultural interest in the center and on the outskirts of Athens. The tourist guide, equipped with a 360 ° camera, will tour in real time, commenting and explaining the points of interest, while the visitor, either through his computer screen or wearing Virtual Reality Headsets, will be transported in real time to the tour site, through which he will be able to see exactly what the guide sees in front of him, with the ability to ask the guide questions and interact with him.



Virtual Tours, as a tourism product, already exist. However, none of the ones on the market combine the following features: to be live, in real time, 360 °, with the possibility of live interaction with the guide. The innovation lies in the fact that this tour simulates as much as possible the living conditions of a physical visit, and includes active participation of the user/visitor.

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[www.tourist-guides.gr](http://www.tourist-guides.gr)



# Dorodouli Distillery Flights



## Dorodouli Distillery

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**Dorodouli Distillery** has the vision to create a visitable space inside the distillery with thematic visits focused on the senses, the arts (through audio-visual media) and an interactive exhibition and training space around Greek spirits and Greek gastronomy. The combination of gastronomy, audio-visual media and technological tools, with the art of distillation and exploration of senses is something that fits the culture of Thessaloniki and at the same is something completely innovative on a domestic scale, while it is rare around the world.



The idea concerns the expansion and development of the pilot project that we started in 2018, in the visitable distillery. After the positive response to existing thematic visits from the tourist audience mainly from abroad (Germany, Belgium, the Netherlands, Poland, Italy, Russia), the goal is to evolve through modern technologies in the arts. The main axes of development are Education, Experience, Culture and Arts.

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[www.tsipoudorodouli.com](http://www.tsipoudorodouli.com)



SLOVENIA

# Countess Greta

28



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Experienced local tourist guide Janja Urbiha plays the role of **Countess Greta** and in just one short walk, she can help you uncover a top to bottom expose of all the secrets of cosmopolitan life at Snežnik Castle.

Countess Greta in the park at Snežnik castle is the brand-new antique tourist experience intended for visitors who seek a little green peace, surrounded in nature with the shadow of the past. This guided walk with Countess Greta to the castle park that you would not find on your own, reveals the true stories of the last noble family who lived here in a fun, instructive and unique way.

The countess is portrayed by local resident Janja Urbiha who lives in the village of Kozarišče near the Castle. As a very experienced local tourist guide and amateur ethnologist she has been telling Snežnik's stories for many years and this was the catalyst for her idea to bring the character of Countess Greta to life!



## SUSTAINABLE DEVELOPMENT GOALS



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# Castle Theatre

A castle treasure hunt!

30



**Uršula Vratuša Globočnik,  
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**Castle Theatre** is a new interactive theatre show exclusively hosted inside the beautiful castles of the stunning Karst region of Slovenia. Joining »Visit the Castle and find the Treasure! « visitors will have a unique theatre experience and get to take part in the performance too! Performances take place at historical castle sites where visitors are greeted by different characters which create a unique and fantastic atmosphere filled with fun and learning!

The founders of "Castle Theatre" are Uršula, a theatre actress who is the main generator of new ideas and stories for performances, and Agata, a costume designer who also takes care of marketing. As a third member of the team there is Luka, administrator and logistics leader.

Castle Theatre is a new genre of theatrical show and the team is the first theatre group to provide this unique experience in the Karst region. The main mission is to create a fun and interactive experience for visitors which are delivered in art form by way of theatre performance. At the same time it provides a large piece of cultural heritage as participants learn all about the particular castle's history and local legends. Taking place in the ambience of a stunning Karst

castle, professional actors lead the performance, but the theatre is interactive and includes play at all levels.



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# BelaKapa

32



## BelaKapa

Discover Slovenian green Secrets on the way to the Sea!

**Sonja Prosen and Andrej Bergoč**



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**Belakapa** is a cosy homestead named after the beautiful local snow-capped Mt Snežnik, the highest non-Alpine mountain in Slovenia. Bela kapa connects local, sustainable and authentic Slovenia. It offers comfy accommodation, local products and great natural experiences. Accommodation is settled in a newly renovated manor house, combining the charm of the past with some comforts of today.

Visitors can enjoy the little shop of local products (Andrej's honey, Sonja's flower art-prints, cards, note-books...) and locally made souvenirs. They are developing exclusive local experiences for the guests (honey experiences and floral experiences).

BelaKapa is the place for visitors who are curious nature lovers, looking for authentic, local, unique and inspiring.



## SUSTAINABLE DEVELOPMENT GOALS



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SLOVENIA

# Slovenia Photo Tours

34



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- [@sloveniaphototours](https://www.instagram.com/sloveniaphototours)
- [www.sloveniaphototours.com](http://www.sloveniaphototours.com)



**Slovenia Photo tours** are guided photo trips to the most photogenic points of the Julian Alps. Katja Jemec, a professional photographer, is the heart and soul of these creative experiences. Besides the technical part of the photography participants can learn how to use a camera to capture Slovenian landscape and culture through their own view and camera lens. A good photo narrator must first know the content he is photographing well, only then can he tell the story with photos.



Experiencing visiting a country in the company of a local photographer and mountain guide is different since participants use an alternative approach to tourism, authentic way of discovering the unknown and use of photography as a tool to better understand Slovenia and its people.

In the CCI4TOURISM support programme the idea got developed in many ways. Most importantly in specialized marketing in the field of tourism and detecting and finding more about all target groups involved. The idea got developed to the all-days available product in the season and the contents also expanded to the off-season offer.

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[www.sdg.un.org/goals](http://www.sdg.un.org/goals)



[www.sloveniaphototours.com](http://www.sloveniaphototours.com)



# NiceRanch

36



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- 📷 @nice\_ranch



**NiceRanch** is a place for pleasant gatherings, creative moments, culinary experiences, a home for happy animals and a place where the soul and body can rest. Above all, it is a place where visitors are happy to return each time. With the development of the offer at their NiceRanch, Katja and Andrej Zrimšek connect two regions - Gorenjska and Dolenjska. The idea developed for several years, since Katja Zrimšek, the master of crafts, could not carry out handicraft workshops in her too small studio. At the same time she and her husband Andrej own horses and for years they were looking for a ranch where they could unite all their passions and share them with visitors. They found a ranch 50 minutes from Škofja Loka.

The joy of creating, respecting handicrafts and cultural heritage, and of dealing with animals and socializing with like-minded people, led Katja to a project idea in which she combines all this. The ranch offers visitors handicraft workshops, handicraft and culinary events, thematic weekends, time for relaxation and creativity in unspoiled nature. Visitors can stay at the ranch for several days and thus get to know the locals, Slovenian traditional cuisine in an authentic way, help with house work and care for domestic animals.



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SLOVENIA








# Enchanted Forest

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**Cultural and artistic Association Kamot, Lucija Vidic and Meta Vodnjov**

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The **Enchanted Forest** family adventure takes place in the forest of the Hom hill near Bled, one of most touristic places in Slovenia. The thematic path is 2,2 kilometres long through which visitors explore the local woods. The adventure is dedicated to exploring nature through fairy tales, imagination, movement and sensory perception. Visitors receive an Enchanted Forest backpack for the trip, in which they will find all the things they need for the walk. The way of researching encourages children to develop their imagination and learn about natural and cultural heritage. The thematic trail of the Enchanted Forest is also enriched with other interesting and social events, birthday celebrations and theatre performances. All content is based on cultural heritage present in the local environment.



Meta and Lucija set themselves the challenge of how to offer families creative, adventurous, educational and active spending time in nature. The upper Gorenjska region is very touristic but lacks thematic trails for families. The opportunity for spending alternative family time is offered and all families are welcome!

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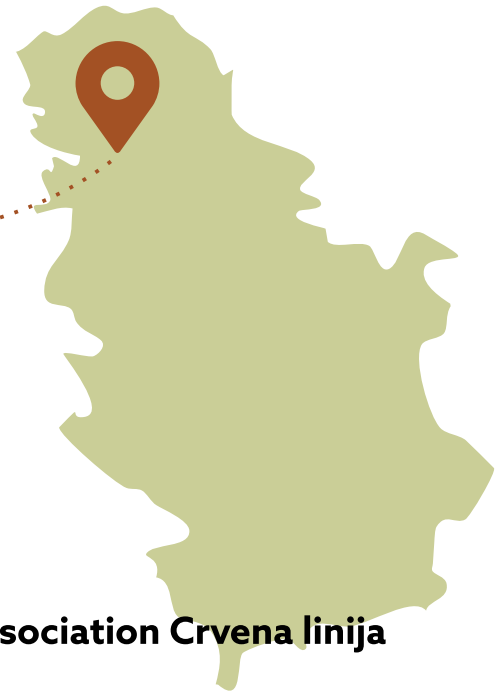
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SERBIA

# On different paths of Novi Sad

40



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Our idea gives us a chance to present the city from another perspective, one that is very interesting but rarely known among tourists, guests and citizens of Novi Sad. There is a plan to introduce tourists to private collections, so-called private museums, such as the retro garage in Grbavica, the museum of Rabbit in Petrovaradin, to present street art by walking through the city and talking about their authors. There is also the popular Nylon Market (Najlonska Pijaca) which would be approached interactively and educationally, as one big open-air museum with its antiques found there. The museum of Matches is also something that the tourist, but also local population do not know, and we believe that it would be interesting to present it.

Our ideas offer new opportunities for person's seeking adventure and new knowledge. Originality and innovation are reflected in the fact that a very small number of people know something about certain localities, we confirmed this through personal experience, talking to citizens and friends who do not live in Novi Sad. Their positive reactions indicate that the idea is interesting and acceptable. The idea is that

the team establishes a partnership with potential points - the owners of the exhibitions, which would be a part of the offer in organizing tours. Next are the Social networks platform, which would be used to promote and give the possibility of registering and organizing tours "On different paths of Novi Sad".



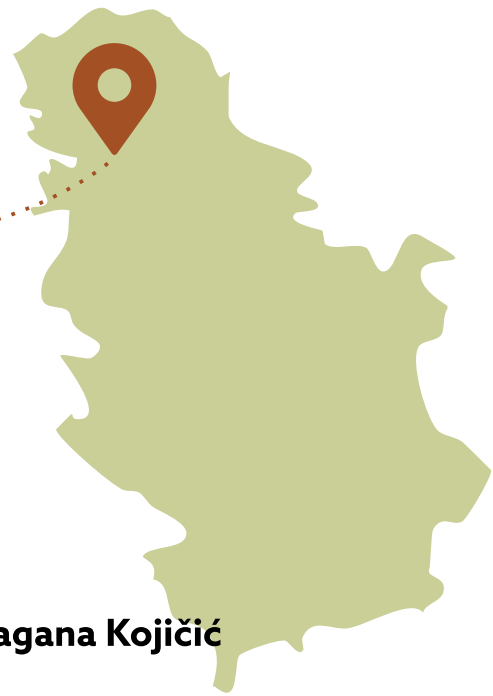
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SERBIA

# Earth Architecture



**Dragana Kojičić**

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Our association Fine art & craft club was founded in 2010 in Moshorin, with the aim to promote earth architecture through theoretical and practical work. We organize numerous workshops and construction camps in Mošorin, and in the region also. Workshops are intended for all and there are specialized workshops for women and children. In 2019, we hosted the first Balkan Earth Conference in Titel, which brought together 11 Balkan countries and experts from European and world organizations. After the conference, we hosted the third traveling Regio Earth festival in Moshorin. These two events gathered 51 lecturers and 88 participants from 32 countries.



From 2020, we have been organizing the LALA Earthland Festival, which promotes the use of (unbaked) mud. From 2022, we are planning specialized training for craft masters that will be recognized at the European level.

## SUSTAINABLE DEVELOPMENT GOALS



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# Performapp

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**Performapp** is an application designed to support the artists and increase the visibility of their work, and enrich the tourist offer of cities and municipalities, by facilitating access to cultural content. App will connect artists, troupes, cultural and artistic organisations, theatres with tourists and tourist organizations. Artists would have the opportunity to register performances and sell tickets, which would ensure the financial incent for artist's business. We would cooperate with organizers of events (sports competitions, fairs, conferences) and offer a cultural performance during the event. Tourist organizations could post a request for a certain type of content, and get in touch with artists and organize requested performance. Moreover as part of organized visits to cultural and tourist locations, artists could apply for performances at the local sites (sight-specific art), and at the same time promote the selected cultural heritage. There would be the possibility of live streaming and delayed viewing which can generate additional income for artists through a monthly subscription to the service system. When the financial sustainability of idea is ensured, app could support the mobility of artists, further

strengthening the performing arts, as well as interregional tourism. The application has the potential to grow with the increase in the number of users by expanding the geographical coverage and expanding to other branches of art.

## SUSTAINABLE DEVELOPMENT GOALS



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BIH



# EAnimals



**Saphira Labs**

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-  SaphiraLabs
-  saphira labs
-  [www.saphiralabs.com](http://www.saphiralabs.com)



Saphira Labs aims to be a premium educational Virtual Reality content provider. We use VR as an entertainment tool to get people excited about science and to motivate them to contribute to animal endangerment prevention.



The average consumer's attention span is less than 8 seconds and is dropping. People's attention span is becoming shorter and the educational sector is not ignoring the fact, so they are turning to VR, because in VR time stops and the 8-second rule no longer applies. Also, emotions have a major impact on learning and memory outcomes. Saphira Labs decided to apply this simple formula. Knowledge combined with emotion will result in (re)action and the idea of a Virtual Reality Animal Park was born. Our aim is to educate about endangered and extinct species and to bond people with them. The animals and their habitats need to be hyper-realistic and scientifically accurate. With VR goggles, visitors are transported into the habitat of an animal where they interact with them. The entire experience is narrated by scientists.

## SUSTAINABLE DEVELOPMENT GOALS



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[www.saphiralabs.com](http://www.saphiralabs.com)



BIH



# Dayak safari

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## GOOD HOST

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GOOD HOST Banja Luka deals with the inbound tourism in Bosnia and Herzegovina. Many years of experiences in the field has led us to the conclusions of what tourists like to visit the most in Bosnia and Herzegovina, what is the subject of their interest. Therefore, significant attention we have directed to the »water tourism«. Visitors of Bosnia and Herzegovina mostly enjoy nature, landscapes in a pleasant atmosphere and without too much trouble. The idea of »Dayak safari« came up since one of the best ways to explore river Vrbas and its surroundings is to go on dayak boat. It is a part of a Banja Luka history and locals have been riding this boat from the time when there were no bridges in the city, so they had to find a way to transfer goods.

Dayak boat is ridden by a skipper and tourists can relax and enjoy the ride. River Vrbas is a mountain river, therefore riding in the boat, even during high temperatures, is very pleasant and cool. The easy ride allows visitors to get to know the sights we pass by during the ride as well as the other attractive things and to document all that. Visitors that stay in Banja Luka longer can also attend the school of dayaking, taking into account that dayak boat can be found only in Banja Luka. Locals of Banja Luka like to compare dayak boat with the gondola in Venice, since both are unique.



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BIH

# Elan products

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**Elan products, the way of life!**  
**Jovana Cvijanović**

-  Banja Luka,  
Bosnia and Herzegovina
-  elanstilzivota
-  elan stilzivota



Cold pressed oils are one of the healthiest sources of fat as they extract the best from seeds and turn it into oil. They are rich with nutrients and are high quality. The vegetable proteins of flax, pumpkin, almonds and peanuts are something new and in high demand in our climate. All these products are vegan, environmentally friendly and homemade. People are connected to nature and we offer it to them through such food.

Bosnia and Herzegovina has the capacity to produce and consume healthy food. If we as individuals provide what we have, we will get a healthy, environmentally conscious and happier society. **Elan products** provide all of this on a micro level by marketing and talking about healthy quality food.

Join us on that journey and enjoy.



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CROATIA



# AdriaticQuest

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**Ana Ban,**  
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**Adriatic Quest** (AQ) is a digital product that connects people, places, and stories in a unique way. It is a digital tour guide for exploring the Adriatic coast that converts mobile phones into an engaging personal guide.

The base is the story in which the user selects the character and start location of the adventure. Through a series of quests, fictional characters, real life locations and events the person is introduced to the local culture and heritage. What is unique is that the storyline changes depending on cultural events available and to the user preferences and choices that he or she makes during the game.

AQ is a digital pocket guide for the new age tourists that we see as an opportunity for local tour-operators, rental companies, hoteliers, shopkeepers, local businesses and restaurant owners to become the part of the storyline plot and take advantage that this kind of product gives in a promotional sense. The concept is under development with launch predicted for June 2022. For support and update on the topic, check our webpage or follow us on Facebook.



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[www.adriaticquest.com](http://www.adriaticquest.com)



CROATIA

# Arabica Gang

- find your flavour

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**Antonela Bokan,**  
Creative Writer / Barista



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**Arabica Gang** is an application which leads you into a world of coffee in ways you haven't tried before. If you are coffee addict or just visiting some of the cities in Croatia you should have this app. With Arabica Gang you can play games, discover specialty coffee shops and most important, you will find flavour of coffee especially for your palate. In this coffee adventure you will discover places whose coffee you didn't drink, flavours you didn't taste, ways of coffee making you didn't see, smells, energy, feelings and more. This game encourages you to find your favourite coffee shop, where you need to order coffee, read a short story, answer one or two questions and wait and see what happens.

The CCI4TOURISM project supported me in writing a digital narrative and creating a business canvas which helped to find a clear project goal: Education through game and discovering of specialty coffee shops that brought the quality of the drink we drink every day to the highest level.

Collect your beans, surprises await you.  
Find your flavour.  
Arabica Gang



[www.sdgs.un.org/goals](http://www.sdgs.un.org/goals)





CROATIA

# StoryToApp

no-code platform



**Igor Vetma,**  
product owner  
**Stipe Giljanović,**  
technology expert



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**StoryToApp** is a no-code platform that allows persons with no programming skills to develop their own web and mobile applications. The applications like self-guided quests, treasure hunts, outdoor adventures are designed in a form of diagram, that can be updated on a daily or weekly basis. The platform is ideal for tourist operators and destination agencies to promote local attractions, create immersive stories and history tours and to get the user feedback on new trends. Even more the platform enables frequent content update therefore the apps can be used for promoting local events and festivities enriching the overall user experience. With StoryTo-App wide range of services is available. It can be used for making discovery applications like Ziroskop that promotes industrial heritage city of Rijeka, interactive feedback application like Excover that is used for mapping the tourism attractions to commerce applications that allow in-app purchase of city museum tickets and creation of personalized visitor tours. No matter if you are a private person, marketing agency, tourist destination agency or education organization we can accommodate all your needs for digital product development!



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[www.sdg.un.org/goals](http://www.sdg.un.org/goals)



[www.storytoapp.com](http://www.storytoapp.com)



The content of this booklet have been contributed by project partners:

Lead partner

**Tecnopolis Science and Technology Park (IT) and**

project partners

**Zadar County Rural Development Agency (HR),  
Friuli Innovazione Research and Technology Transfer Centre (IT),  
Business and Cultural Development Centre (GR),  
RDA Green Karst Ltd. (SI),  
Development agency Sora (SI),  
European Affairs Fund of AP Vojvodina (SRB),  
City Development Agency Banja Luka (BIH),  
IRI CENTAR (HR).**



Booklet editing: Development agency Sora  
Graphic design: Lila Studio

This booklet has been produced with the financial assistance of the European Union. The content of the booklet is the sole responsibility of Development agency Sora and can under no circumstances be regarded as reflecting the position of the European Union and/or ADRIAN programme authorities.