



*Ville Venete & Castelli*

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<b>Project Title</b>	<b>THE GOLD STANDARD OF CENTRAL EUROPE</b>
<b>Acronym</b>	<b>Optimising Value of Central European Historic Venues for the Tourism Sector</b>
<b>Priority</b>	<b>CENTAURUM</b>
<b>Project idea owner</b>	Giulio Bellemo
<b>Institution</b>	Venetian Villas & Castles
<b>Country</b>	Italy
<b>General aim of the Project</b>	The general objective of the project is the implementation and strengthening, within the Programme area, of innovative procedures and methodologies for the management and valorization of architectural and cultural heritage. Indeed the promotion of historic houses is an opportunity to add competitiveness and value to the tourist offer of the Central Europe region. Historic houses constitute unvaluable cultural assets and need to be supported by the promotion of sustainable tourist initiatives that guarantee attention and respect for the uniqueness of this heritage, which is an exclusive feature of the territory. Furthermore, due to their widespread presence within the transnational space, both in cities and particularly in rural and marginal areas, historic houses represent key factors for the polycentric development of the Programme area. The project partnership is aimed at the formation of a strong network of both public and private actors involved in the fields of tourism development and the conservation of architectural heritage. The final goal is to contribute in a concrete way to the actual or future tourist offers via the promotion of historic houses as tourist opportunities. The key points of the project include the polycentric and integrated development of regions, the use of cultural and tourist resources to the benefit of everybody and the social, cultural, environmental and economic sustainability of the investment initiatives in this sector. Our proposal also aims at developing and implementing the use of ICT tools for B2B and B2C purposes in order to encourage the establishment of synergies amongst various groups of economic and institutional subjects. The goal is to implement strategies capable of strengthening the economic and cultural development of regions.
<b>Expected results</b> (either quantifiable or tangible)	The development of partnerships between public and private actors for the tourist valorization of historic houses – the collection and exchange of best practices useful in the field of the valorization of cultural heritage in order to guarantee the best usage of architectural and historic assets and the sustainability of promotional strategies – the analysis and structuring of an integrated tourist offer via the establishment of linkages between historic houses and local, traditional hand-crafted products and the natural assets of gardens and parks around the mansions – the development of ICT tools for the management and promotion of regional tourist offer and the implementation of strategic interactions amongst public and private actors.
<b>Estimated total cost</b> (€ if known)	€ 3.200.000,00
<b>Estimated project duration</b> (in months)	30
<b>Partners involved at this stage</b>	Italians Regional: Trentino, Friuli Venezia Giulia, Lombardia, Emilia Romagna, Piemonte, Liguria e Val d'Aosta
<b>Further partners requested</b>	Austria, Germany, Slovenia, Hungary, Czech Republic, Slovak Republic, Poland



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#### What is innovative

The project introduces innovative aspects from both management and technology point of view. The idea of regional development proposed is based on three key points: polycentricity, accessibility and sustainability. The project also defines an innovative governance approach aimed at reaching convergence between the need to preserve cultural assets and the opportunities offered by their valorization for tourist purposes. From a technological point of view, the project will create a website of the forthcoming network, provided by B2B and B2C tools too. Additionally, a network of SystemTv, an innovative technology for co-marketing and regional promotion, will be installed.

#### Follow-up project of

#### **ADRIATIC'S TREASURES**

**The tourist valorisation of historical venues along the whole Adriatic Sea**

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