



“Co.Co.Tour” Newsletter

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Eco-museum cross-border model and network developed

- ➔ Development of a cross-border eco-museum model for enhancing cultural and touristic potential of coastal communities
- ➔ Mapping of relevant cultural and natural heritage features and touristic potential
- ➔ Training the stakeholders on community tourism, accessibility, eco-museum management and promotion
- ➔ Development of a network for community tourism based on cross border cooperation

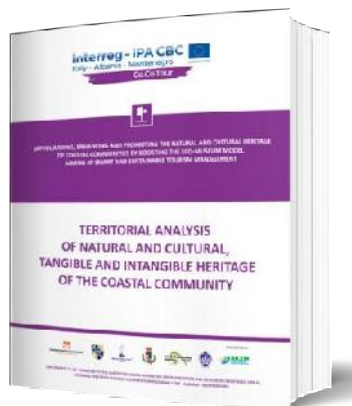
Development of a cross-border eco-museum model for enhancing cultural and touristic potential of coastal communities

The “Co.Co.Tour” project enables the cross-border model by participating partners in all project activities and outputs, embedding and recognizing a shared vision, behavior, management, communication, and tourism strategy. Also, a database of involved territorial stakeholders in Tricase, Himara, and Herceg Novi has been thoroughly compiled, contributing to the exploitation of results and promoting the cross-border eco-museum model for enhancing the cultural and touristic potential of coastal communities.

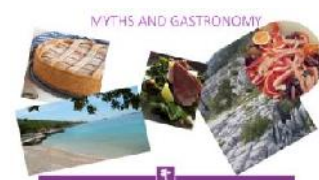
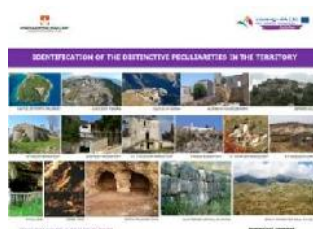
Territorial analysis

At the beginning of the project implementation, project partners in Italy, Albania, and Montenegro worked to realize the relevant territorial analysis of natural and cultural, tangible and intangible heritage of the coastal community in the project area in Tricase, Himara, and Herceg Novi. The voluminous analysis was conducted by the respective working groups of Magnia Grecia Mare, Albanian Development Fund, and Local Democracy Agency. This process preceded the Italy meeting, where the specific analyses of each territory were presented to define the standard eco-museum model.

Territorial analysis included:



1. Identification of the distinctive peculiarities in the territory
 - Historical context
 - Natural context
 - Cultural
 - Socio-economic context
2. Analysis of the touristic flows
3. Analysis of touristic services and products
4. Analysis of infrastructural system
5. Analysis of area and structure accessibility



Cross-border working session for defining the common eco-museum model

Cross-border meeting

The "Co.Co.Tour" project partners attended from 17 to 19 April 2019 the [cross-border working session](#) to define the principles, practices, and management/promotion plan of the respective Eco- museums. This fruitful cross-border meeting was held in Tricase (Italy) with all project partners' participation, the associated partner (NAPA), officers from Joint Secretariat, and delegates from CIHEAM Bari, Mayor of Tricase Municipality, etc.

This working session presented the [Port Museum of Tricase](#) as a starting model already developed. The territorial analyses carried out in each territory, the vision and strategy for defining common guidelines that will lead to the creation, management, and promotion of a cross-border eco-museums network.



This [Port Museum](#) is a unique and precious example of a museum made out of a port, sea, coastal territory and especially the local community while promoting its traditions and heritage.



Key issues discussed during the Tricase cross-border working session:

- ✓ "Mappa di Comunità" a large drawing of the activities
- ✓ "APP" to improve smart usability of the heritage
- ✓ Accessible spaces for all
- ✓ A cross-border eco-museum model
- ✓ Network and DB of the stakeholders
- ✓ Cooperation between eco-museums

Common guidelines and standards for promotion of Eco-Museum model

Safeguarding, enhancing, and promoting the natural and cultural heritage of coastal communities by boosting the eco-museum model aiming at smart and sustainable tourism management led to the preparation of the CO.CO.TOUR's common guidelines and standards for promotion of eco-museum model. It aimed to identify a shared cross-border eco-museum model and strengthen a network of eco-museums to enhance coastal communities' assets. The eco-Museum guideline can be found in English and Italian, Albanian and Montenegrin language. The CO.CO.TOUR recognizes the organizational and management model of Tricase Port Museum as a reference prototype already developed and from which to draw experiences and good practices.



Content of the common guidelines and standards for promotion of Eco-Museum model:

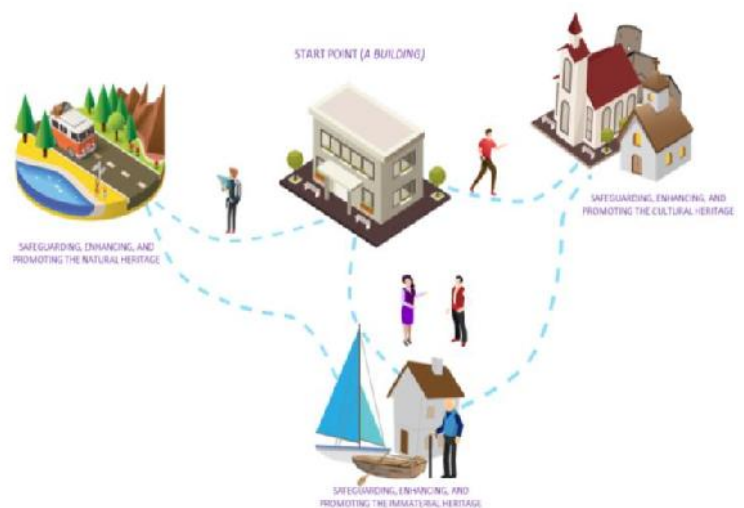
- ✓ Extended summary
- ✓ A general definition of an ecomuseum
- ✓ Coastal and maritime ecomuseum
- ✓ The prototype of the Port museum of Tricase
- ✓ Guidelines on definition and establishment of the ecomuseum
- ✓ Guidelines on development and management of the ecomuseum
- ✓ Guidelines on involvement and participation of the ecomuseums community

1 – Definition of the eco-museum community

Stakeholder's Analysis is a tool leading to the Mapping and is aimed to identify in effective way the key stakeholders, inhabitants, visitors, cultural, sport and art operators, and other local players which together constitute the local community, form an integral part of the eco-museum.

2 – Awareness raising and training

Consensus building and the involvement of the local community in the eco-museum's activities. This would result in stimulating the participation of the community in activities, while involving it in identifying and managing, initiatives, proposals and strategies.

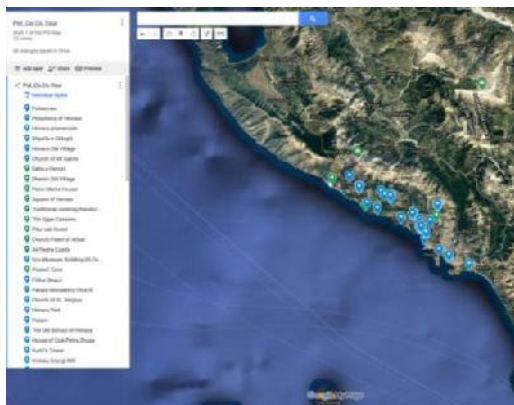


3- Involvement and promotion of stable participatory

The degree of involvement of the local community is usually reduced in the promotion and start-up phase of the initiative, and then it increases as the eco-museum's reputation is established and the organization grows. The instruments for citizen involvement include various forms (forums, workshops) and can be used in a non-exclusive and even complementary manner, within well-established consultation processes among local actors (GOPP method, Metaplan, OST technique, EASW method).

Mapping of relevant cultural and natural heritage features and touristic potential

Himara



Himara and its villages constitute one of the most important and unique parts of the Albanian Riviera, with great touristic potentials. The biggest challenge for this area is to decentralize the provision of tourist services to local communities. This is a necessary step to enable these communities to develop their capacities and become independent in providing tourism services. Mapping of Point of Interest in Himara Municipality will make it possible to raise awareness of the community on the potential of the natural and cultural heritage to improve their touristic promotion capacity by enhancing accessibility of spaces and contents related to natural/cultural heritage.

Tricase

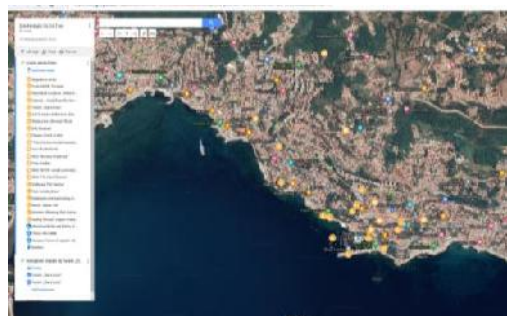
The Port of Tricase is a widespread museum, a popular and dynamic place for research, collection, exchange and deepening of knowledge related to the sea and coastal traditions; it is a cultural landscape and a culture of the landscape at the same time. The Port-Museum started a course of discovery of its cultural, historical, natural values, and of the connections with the peoples of the Mediterranean; it also triggered a process of enhancing a sustainable and responsible economic and social growth of its community.

Port Museum of Tricase

Start to explore



Herceg Novi



Herceg Novi is a coastal town in Montenegro located at the entrance to the Bay of Kotor and at the foot of Mount Orjen. It's called sun city because of vegetation, sun and artists. It is city of festivals and cultural events. The city is a desirable tourist destination with possibility of developing eco-tourism, sport tourism, recreational tourism, religious tourism, congress, with the theme of gastronomy, wine, the study of plant and animal species.

netport

Mapping will be published in NetPort App as smart usability of the heritage

Training stakeholders on community tourism, accessibility, eco-museum management and promotion

Tricase training and know-how exchange session

Training and know-how exchange sessions are a way to empower stakeholders on eco-museums progress to create a more genuine relationship between the tourists and the community. Besides, preparing them on accessibility standards and behaviors, reception, and services with attention to specific targets (allergic people, foreigners, children, disabled people, etc.).



Magna Grecia Mare Association and the Municipality of Tricase, in the role of the “Co.Co.Tour” partners, organized the first training/know-how exchange session with all relevant stakeholders of the Port Museum of Tricase. The session was organized and guided by experts Antonio Errico (President of Magna Grecia Mare Association), Gianfranco Cataldi (Technical Staff and Consultant), Carlo Martella (Consultant and Community network worker). The concept of accessibility (as defined by OMS) was presented to all participants. The handbook, which is being prepared by the accessibility expert and distributed among network stakeholders, was presented as well during this session.

Himara training and know-how exchange session



In collaboration with the assigned external experts and Himara Municipality, Albanian Development Fund organized the first training/know-how exchange session with all relevant local stakeholders of the project in the Himara Municipality area. The exchange session focused on community tourism, accessibility, eco-museum management, best practices, and the eco-museum logo. Expert realized links in the Zoom platform to help stakeholders to participate online in the exchange session. The presentations were both in Albanian and English to make the meeting more accessible to international participants. Local community and business representatives from different villages and age groups from the project area attended the meeting. This meeting was fascinating due to the presence of the disabled people and tourists attracted by the natural beauties of Himara.

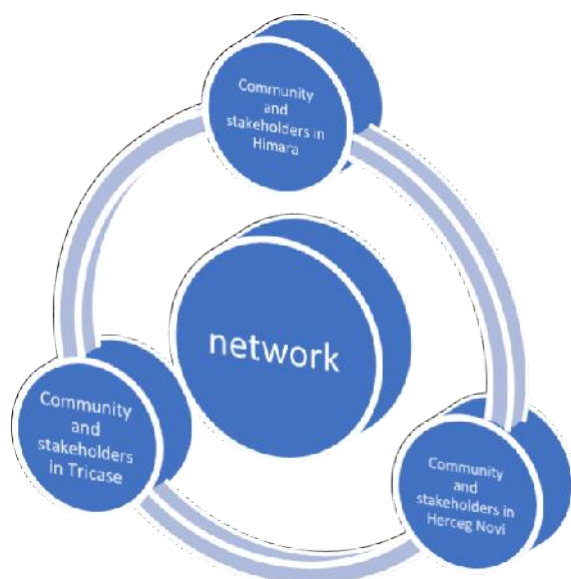
Herceg Novi training and know-how exchange session



A training and know-how exchange session was organized with local institutions, citizens' associations, small businesses, craftsmen, and caterers from Herceg Novi. The Agency for Local Democracy defined through territorial analysis possible and interested actors who would participate in establishing and developing the community museum in Herceg Novi, the first in this area. The community / eco-museum model was presented to the audience as a living network of cooperation in one territory that "draws" the visitor into local life's specifics and offers an authentic experience of belonging. It represents Herceg Novi through the community's spirit and its inhabitants, photographs, and narrative with the aim that the community decides for itself and discusses what the best that represents them is. Points of interest are authentic, autochthonous places or subjects with cultural-historical, natural, and/or intangible cultural values.

Development of a network for community tourism based on cross border cooperation

Each country realized activities and events to present the Co.Co.Tour project, its objectives, eco museum concept, results, cross border cooperation, Tricase port prototype, accessible spaces, community tourism, a common model, best practices, enhancement of natural-cultural-immaterial heritage of the coastal communities, etc. The end of each activity led to creating the stakeholders' DB of contacts for Tricase-Albania-Herceg Novi municipalities. Reaching the stakeholders' Network will proceed to engagement through a subscription that regulates the relationship and the standard to be part of the eco-museum model and common management strategy.



The network is made up by:

- ✓ DB of Community
- ✓ DB of touristic attractions
- ✓ DB of material heritage
- ✓ DB of NGOs, Associations, etc.
- ✓ DB of local businesses

The network has a positive impact in the relation between potential touristic attractions, coastal communities, students, NGO's, local, national and international institutions, tour operators, ICT and smart products realized or to be realized in the future programmes and projects in Tricase, Himara and Herceg Novi municipalities.



About "Co.Co.Tour" Project

The "Co.Co.Tour" project aims at securing a smart, inclusive and sustainable growth of the coastal communities in the target areas through the development of a cross border eco-museum model and a common strategy focused on community tourism.

Find out more at <https://cocotour.italy-albania-montenegro.eu/>

Follow us on



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"Co.Co.Tour" Project

Safeguarding, enhancing and promoting the natural and cultural heritage of COastalCOmmunities by boosting the eco-museum model aiming at smart and sustainable TOURism management.