



MUSEUMCULTOUR
“The Adriatic’s museums enrich cultural tourism”

Ascoli Piceno, 29 October 2012

The Province of Ascoli Piceno is the leading partner of the cross-border cooperation project “The Adriatic’s museums enrich cultural tourism” – a.k.a. “MUSEUMCULTOUR” co-financed by the European Union with €1,922,470.42, within the cross-border cooperation programme “Adriatic IPA”.

MUSEUMCULTOUR mainly aims at implementing cultural tourism across both Adriatic shores, creating and promoting integrated tourist products, which will value the cultural heritage of the territories involved.

The project Partners represent a very broad portion of the whole area involved in the programme, since they come from: Italy, Slovenia, Croatia, Montenegro and Albania. Besides the Province of Ascoli Piceno, the Regional Development Authority “Delta 2000” (Italy), the Natural History Museums of Rijeka (Croatia) and Podgorica (Montenegro), the Ethnographic Museum of Berat (Albania), the Knowledge Centre in Postojna and the private handling company of Postojna Caves (Slovenia) are also partners. Finally, the Slovenian Ministry of Culture and the Tourist Office of Kostrena (Croatia) are associated partners. The cross-border dimension of this partnership will grant the project an extra value in terms of know-how, competence and experience shared among partners and any staff involved.

During the project, the partners will elaborate a joined marketing strategy, based on the specific features of the Adriatic territories involved; a manual for museum guides and interpreters, based on the joined training course for museums guides and curators, attended by members of all partner countries; services and innovative museum products. Such outcome will focus on the set-up of exhibits and collections, involving the use of innovative and interactive techniques and approaches.

The MUSEUMCULTOUR project will end in April, 2015 and is aimed at providing the best support to the main target of the cross-border cooperation programme “Adriatic IPA”, i.e. the implementation of its potentialities for sustainable development throughout the Adriatic area, by means of sustainable tourism.

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