

## LEAD PARTNER

SCIENCE AND RESEARCH CENTRE  
KOPER



ZRS Koper is the only public research institute in the area of western Slovenia.

The operation of the institute stems from the unique conditions typical of the cross-border Slovenian-Italian-Croatian region. ZRS Koper has established itself as an important research institution, contributing significantly to the cross-regional development by participating in applied projects.

The project members will try to improve the tourist offer of the Slovenian-Italian cross-border region drawing to their expertise in the fields of history, art history, and linguistic studies, using innovative approaches, especially related to cultural heritage.

[www.zrs-kp.si](http://www.zrs-kp.si)

PRESENTING VILLAS AND CASTLES  
OF THE VENETO, FRIULI-VENEZIA  
GIULIA, ISTRIA, KRAS, GORIZIA  
AND PIVKA REGIONS.

### ASSOCIATED PARTNERS

Ministry of Economic Development and Technology of the Republic of Slovenia

Ministry of Culture of the Republic of Slovenia

Mestna občina Koper/Comune città di Capodistria

UNAGA – Unione Nazionale Associazioni Giornalisti Agricoltura  
Alimentazione Ambiente

Comune di San Quirino

## COMUNE DI SALZANO



The municipality of Salzano is a small town with about 13,000 inhabitants and is part of the metropolitan city of Venice. It is strategically located in the Miranese district, in the heart of the Venice-Padua-Treviso triangle.

The aim of the municipality is to promote historical, artistic, architectural and environmental cultural resources, which would consequently mean strengthening and positive impact on the local economy as a whole, with an emphasis on sustainable tourism.

[www.comune.salzano.ve.it/web/salzano](http://www.comune.salzano.ve.it/web/salzano)

## ARIES SOCIETÀ CONSORTILE A RESPONSABILITÀ LIMITATA



Established in 1997, an "in-house" company of the Chamber of Commerce Venezia Giulia Trieste - Gorizia.

Aries Scarl has long-term experience in drafting and managing local, national and international projects that aim to enhance the tourist offer, the integrated promotion of the territory, the development of tourism as diversification of traditional economic activities (especially regarding agriculture, fisheries and aquaculture).

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

## CONSORZIO COMUNITÀ COLLINARE DEL FRIULI



The voluntary consortium, founded in 1967, consists of 15 municipalities.

Among the main areas covered by the consortium are culture and tourism. The main purpose is to act as a reference unit with a special focus on the human, social and economic improvement of its community and in planned territorial interventions covering the objectives of the consortium.

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

# Interreg



UNIONE EUROPEA  
EVROPSKA UNIJA

## ITALIA-SLOVENIJA



### MerlinCV

Progetto strategico co-finanziato dal Fondo europeo di sviluppo regionale  
Strateški projekt sofinancira Evropski sklad za regionalni razvoj

# MerlinCV



MULTISENSORIAL EXPERIENCES  
LINKED TO THE CASTLES AND VILLAS  
OF THE CROSS-BORDER REGION FOR  
EXCELLENCE IN TOURISM

1. 1. 2019 - 31. 12. 2021

<https://www.ita-slo.eu/en/merlincv>

"Strategic project of the Interreg V-A Italy-Slovenia Cooperation Program  
2014-2020 is co-funded by the European Regional Development Fund."



The strategic project, MerlinCV, will contribute to raising the profile of the cross-border tourist region. Based on the valorisation of the still untapped potentials of cultural and natural heritage and gastronomy in the Slovenian-Italian area, tourist products will be prepared, focused on innovative, integrated, thematic and sustainable tourism. In response to the challenges of the environment, the project will offer European-relevant solutions in the direction of the development of sustainable thematic tourism; For this purpose, numerous activities will be organized in the field of designing new tourist products and educating relevant stakeholders.

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**Facebook:** MerlinCv  
**Instagram:** interregmerlincv  
**Twitter:** InterregMerlinCV  
**YouTube:** Merlin CV  
**Web page:** [www.ita-slo.eu/en/merlincv](http://www.ita-slo.eu/en/merlincv)

#### The main project results are:

- establishment of an online and mobile app for travellers, presentation of the connection between cultural and natural heritage, and innovative, attractive tourism products providers;
- cross-border tourist itineraries as examples of good practices (hinterland of Koper, mansion Ravne near Pivka, castle Kozlov rob, spinning mill in Comune di Salzano);
- preparation of marketing strategy and good practices manuals of innovative approaches in tourism for smaller, local providers;
- pilot projects of alternative integration forms and promotion of cultural and sustainable tourism, and local gastronomy, especially at festivals and other public cultural events;
- educational workshops (marketing approaches in tourism, start-up companies, language in tourism, use of cultural and natural heritage in tourism, protection of cultural heritage, economically sustainable revitalization of cultural heritage, gamification in tourism).

## PARTNERS

DEPARTMENT OF HUMANITIES  
CA' FOSCARI UNIVERSITY OF VENICE



*A public university with a national and international outstanding reputation for academic excellence in both teaching and research. Since its founding in 1868, as the first Italian university dedicated to trade and economics, it has been growing and developing new relevant research areas and tourism-related educational programs.*

*The Department of Humanities, a partner of the MerlinCV project, is establishing itself as a centre for the innovative development of relations between different sectors of the humanities. Department's experience in the field of tourism stems from a number of experiences in recent years and short-term ESF scholarships that encourage cooperation between universities and local stakeholders.*

[www.unive.it/pag/16331](http://www.unive.it/pag/16331)



TOURISM AND HOSPITALITY CHAMBER  
OF SLOVENIA



*For the last 110 years, the TGZS has been joining, connecting, and representing over 275 member companies and entrepreneurs in tourism and hospitality in their relationship with national authorities and European industry associations. The TGZS vision forms viewpoints and policies with social partners, facilitates the development of its activities and the movement of knowledge, ideas, as well as the transfer of good practices from the national and cross-border environments.*

[www.tgzs.si](http://www.tgzs.si)

OBČINA PIVKA



*The municipality of Pivka covers extraordinary important strategic area that represents the easiest connection between continental Europe and the Mediterranean by sea. Due to its location, it has a very picturesque and rich cultural heritage.*

*The MerlinCV project is important for the Municipality of Pivka, especially because through it will enable revitalization of a part of this heritage and open it to new opportunities. The exceptional tourist potential of the Municipality of Pivka is reflected in the Pivka Tourist Board, which, in addition to the Pivka Intermittent Lakes Ecomuseum, Kino Pivka and a large tourist information center, also includes the Pivka Military History Park, the largest museum complex in Slovenia. The main results of the project activities of the Municipality of Pivka will be presented in the Park.*

[www.pivka.si](http://www.pivka.si)



OBČINA TOLMIN



*With 382 km<sup>2</sup> in area, the municipality of Tolmin is one of the largest Slovenian municipalities and is part of the tourist-attractive Soča Valley. Tolminska is also a paradise for athletes and recreationists of all kinds: fishermen, paragliders and hang-gliders, water sports enthusiasts, cyclists, more and more hikers (Alpe Adria Trail), as well as mountain runners.*

*The MerlinCV project will thus significantly contribute to the establishment of a new tourism product of Tolmin, based on the rich tradition of the Counts of Tolmin and the Tolmin Revolt. Moreover it will significantly contribute to even greater excellence of the tourist offer through networking with local and international partners and stakeholders we will enrich our tourism offer and improve the tourism destination positioning in the tourism market.*

[www.tolmin.si](http://www.tolmin.si)