



Interreg - IPA CBC
Italy - Albania - Montenegro



DUE MARI

DUE MARI

Route II







DUE MARI

Route It

FRONT PAGE PHOTOS

Lorda stream, Molise (Photo by Pro Loco Agnone)

Troia Co-Cathedral dedicated to the Assumption of the Blessed Virgin Mary into Heaven, Puglia (Photo by Puglia Region)

Lesendro Fortress, Montenegro (Photo by Ministry of Economic Development and Tourism of Montenegro)

Aqueduct of Bencë, Albania (Photo by Landways International / Ministry of Tourism and Environment)

'ndocciata, Molise (Photo by Pro Loco Agnone)

Santa Maria di Leuca, Puglia (Photo by Puglia Region)

Komarnica Canyon, Montenegro (Photo by Ministry of Economic Development and Tourism of Montenegro)

Ksamil Beach, Albania (Photo by Landways International / Ministry of Tourism and Environment)

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Foreword

Due Mari – Next Generation Tourism Development is a project that is being implemented under IPA Interreg CBC Italy-Albania-Montenegro 2014-2020. Project partners are the Ministry of Economic Development and Tourism of Montenegro, acting as a lead partner, Puglia Region – Department of Tourism, Economy of Culture and Valorisation of Territory, Molise Region, INNOVAPUGLIA S.p.A., the Ministry of Environment and Tourism of Albania, and the National Tourism Organization of Montenegro. The Ministry of Media and Culture of Montenegro is acting as an associated partner of the project.

The tourism is identified as one of the most essential pillars in the region's economic development and presents one of the main challenges for project partners territories. The idea behind the Due Mari project is to boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development with joint cooperation of Italy, Albania and Montenegro. During the four years of the project duration, the partners worked towards developing more sustainable tourism that has potential to become the main driver of pragmatic and practical change.

The project is showing great durability and transferability potential, since the results are designed to be sustainable and replicable by other regions, countries and organizations outside the partnership.

We are inviting you to visit Due Mari online virtual tour platform and enjoy carefully designed itineraries with the most distinguished locations from programme countries. This catalogue presents a small glimpse of the most specific locations from the project territories.

Due Mari partners



Cattedrale di Monopoli - Photo by Puglia Region

DUE MARI PROJECT

About the project

“Due Mari” project is addressing one of the main Adriatic – Ionian challenges, concerning sustainable touristic development via smart technologies. The project is focused on developing a joint valorisation of the unique cultural and natural assets of all three regions: Montenegro, Albania, and southern Adriatic Italy.

The main objective of the project is promotion of diverse cultural and natural assets, and thus the local development of the programme territories.

The Due Mari focuses on improving the connection of Italy (Puglia and Molise), Albania and Montenegro through the establishment of new touristic virtual route by creating a joint immersive virtual platform. The idea is to favour sustainable tourism growth, help reduce seasonality and mass tourism, but also promote new technologies, innovative approaches and tools in tourism marketing.

A joint model for cultural routes management to promote lesser-known destinations is being developed through the project, and several actions are being carried out to improve skills in the field of cultural and natural heritage preservation. The project simultaneously treats cohesion and socio-economic and territorial development, and at the same time contributes to the strategies and policies of the European Union regarding tourism and other related fields.

This project is co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA II)

Photo by Nataliya Vaitkevich, Pexels

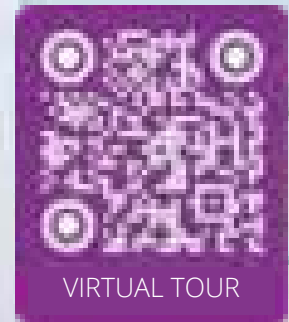


Main project results

1. **Due Mari virtual platform** - Common Cross border web based interactive platform that will promote existing and new touristic routes
2. **Common strategy and action plan** on sustainable management of Due Mari platform and Due Mari touristic route
3. **Policy Paper** on use of innovative digital media in joint promotion through common Due Mari touristic route
4. Over **200 stakeholders trained** on using Due Mari platform
5. Three **pilot/demonstration projects**

Project duration: **15.05.2019. – 31.12.2023.**

Project budget: **4.946.543,15 EUR** (IPA co-financing 85%)



MONTENEGRO

Montenegro is a small country in South-East Europe, located on the Balkan peninsula. It is tucked between the Adriatic Sea and the breathtaking dark peaks of the mountains, after which it is named. The capital city is Podgorica, while Cetinje has the status of the old royal capital. Montenegro is recognized as a country rich in natural diversity in a small territory, a country of contrasts of North and South, with five national parks, five UNESCO World Heritage Sites, six nature parks, two marine protected areas, three Ramsar sites, and numerous lakes, with a rich cultural, historical and multicultural heritage, but also authentic gastronomy.

In Montenegro, you can enjoy numerous breathtaking experiences, during the whole year, that will undoubtedly leave a trace in your memories.

However, the real peculiarity is that in the morning you can wake up on the warm Adriatic coast, cruise the Skadar Lake in the afternoon, and enjoy the mountain adventures of the north in the evening.

Explore more about Montenegro at <https://www.montenegro.travel/en>.

Photo by National Tourism Organisation of Montenegro









Southern Region
Municipality of Kotor

MARITIME MUSEUM OF MONTENEGRO GRGURINA PALACE

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



Inside Maritime Museum of Montenegro



Southern Region
Municipality of Kotor

OUR LADY OF THE ROCKS

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



Inside of the Our Lady of the Rocks





Photo by Ministry of Economic Development and Tourism of Montenegro

THE INTERIOR OF THE OUR LADY OF THE ROCKS

Southern Region
Municipality of Kotor





Southern Region
Municipality of Herceg Novi

SPANJOLA FORTRESS

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



Detail from the Spanjola Fortress



Southern Region
Municipality of Tivat

TIVAT SALINA



Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



Detail from the Tivat Salina





Photo by Ministry of Economic Development and Tourism of Montenegro

TIVAT SALINA

Southern Region
Municipality of Tivat





Southern Region
Municipality of Bar

HAJ NEHAJ FORTRESS

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



Church at the top of the Fortress





Southern Region
Municipality of Bar

OLD TOWN OF BAR

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



Detail from the old town





Southern Region
Municipality of Budva

PRASKAVICA MONESTARY

Photo by Ministry of Economic Development and Tourism of Montenegro



The Church of St. Nicholas

Photo by Ministry of Economic Development and Tourism of Montenegro





Southern Region
Municipality of Ulcinj

OLD TOWN ULCINJ

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



The detail from the Citadel



Central Region
Capital City Podgorica

SASTAVCI REMAINS OF DEPEDOGEN FORTRESS

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



Hadzi Pasha Bridge





Central Region
Old Royal Capital Cetinje

GOVERNMENT HOUSE

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



Detail from the Government House





Central Region
Municipality of Niksic

SLANO AND KRUPAC LAKE

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



Krupac Lake





Central Region
Municipality of Danilovgrad

ARTISTIC COLONY

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



The detail form the Artistic Colony



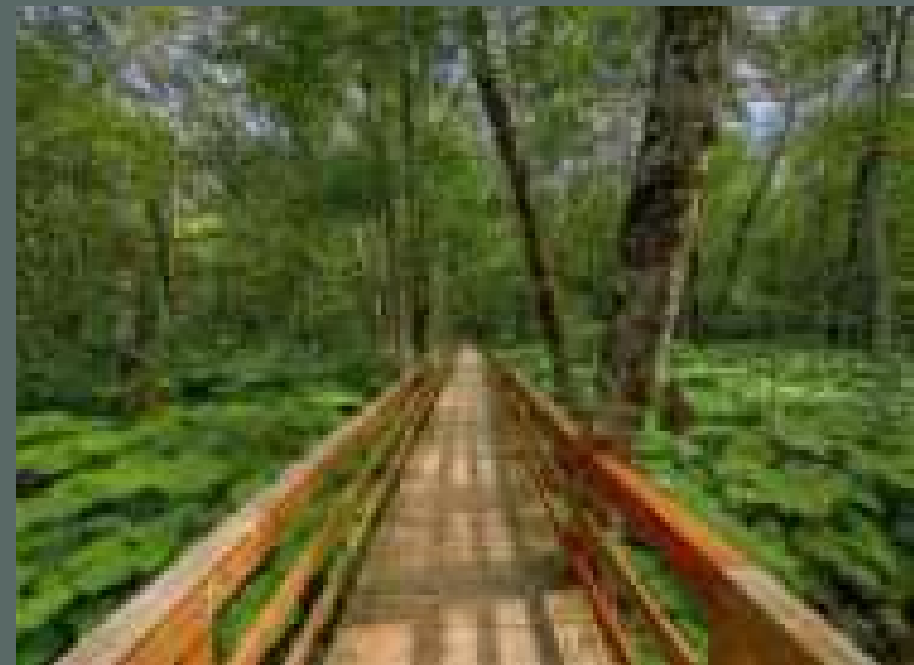


Northern Region
Municipality of Kolasin

BIOGRADSKA GORA NATIONAL PARK

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



The detail form Biogradska Gora



VILA RUSTIKA

HISTORIJA

U ovom prostoru nalaze se...

U ovom prostoru nalaze se...





Northern Region
Municipality of Berane

POLIM MUSEUM

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



Ćilibar figurines





Northern Region
Municipality of Plav

PROKLETIJE NATIONAL PARK

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



Woods of the Grebaja Valley





Northern Region
Municipality of Pljevlja

HUSSEIN - PASHA'S MOSQUE

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



The outside of the Hussein - Pasha's mosque





Northern Region
Municipality of Pljevlja

RIVER CEHOTINA

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



River Cehotina - Viewpoint





Photo by Ministry of Economic Development and Tourism of Montenegro

CEHOTINA MEANDERS

Northern Region
Municipality of Pijevlja



Northern Region
Municipality of Zabljak

NECROPOLIS OF TOMBSTONES "GREEK CEMETERY"



Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



View from above on the tombstones





Photo by Ministry of Economic Development and Tourism of Montenegro

LAKE RIBLJE NEAR THE NECROPOLIS OF TOMBSTONES

Northern Region
Municipality of Zabljak





Northern Region
Municipality of Pluzine

PIVA LAKE

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



The bridge on the Piva Lake





Photo by Ministry of Economic Development and Tourism of Montenegro

ARTIFICIAL ACCUMULATION ON PIVA LAKE

Northern Region
Municipality of Pluzine



Northern Region
Municipality of Savnik

REGIONAL PARK DRAGISNICA AND KOMARNICA

Photo by Ministry of Economic Development and Tourism of Montenegro

Photo by Ministry of Economic Development and Tourism of Montenegro



The Nevido Canyon

PUGLIA REGION

In Puglia, you'll find enchanted landscapes surrounding historic towns and cities of art. Romanesque and Baroque cathedrals and monuments frame town squares as they stand placidly in the shade of majestic castles and noble palaces. Let yourself daydream in Puglia surrounded by beautiful landscapes and immersed in the colours and scents of the seaside, of Mediterranean scrubland, centuries-old olive groves and oak forests as they whisper their secret stories to the sun. From the Gargano to the Salento, Puglia is full of priceless treasures, such as its UNESCO World Heritage Sites, places so beautiful that they are considered part of humanity's common heritage.

You'll hear ancient stories about the great Emperor Frederick II and learn the tricks of ancient trades, from craftsmen weaving baskets and making pottery in Bari, to artisans creating objects out of papier-mâché and stone in the Salento. Then take a break in the Itria Valley, in one of the traditional trulli (stone huts) or masserie (manor farms). Or fall in love with Puglia's sea. Enjoy crystal clear waters and an 860 km (540 miles) coastline of golden beaches and breathtaking cliffs.

From the Adriatic to the Ionian, follow Puglia's seas from the paradise of the Tremiti Islands to the sun-kissed shores of Bari and Brindisi, all the way down to the picture-perfect landscapes of the Salento and the Arco Ionico (the stretch of Ionian coastline between the Murgia and Salento). And the party goes on at the table in Puglia. A true triumph of Mediterranean flavours that delight your palate with the authentic tastes that make Puglia's food and wine so unique.

Castel del Monte - Photo by Puglia Region









Puglia Region
Corigliano d'Otranto

CORIGLIANO D'OTRANTO CASTELLO DE' MONTI



Photo by Leonardo D'Angelo

Castello de' Monti tower

Photo by Leonardo D'Angelo





Puglia Region
Gargano National Park

UMBRA FOREST BEECH WOODS



Photo by Vostok100k

Cutino d'Umbra Lake

Photo by Vostok100k





Puglia Region
Marine Protected Area of Porto Cesareo

PUNTA PROSCIUTTO BEACH

Photo by Enrico Amati



Underwater coral reef

Photo by Paolo Laku





Puglia Region
Locorotondo

LOCOROTONDO CUMMERSE TYPICAL BUILDINGS



Photo by Puglia Region

Locorotondo Old Town

Photo by Puglia Region





Puglia Region
Sant'Agata di Puglia

SANT'AGATA DI PUGLIA THE VIEW



Photo by WildRatFil

The detail from the Imperial Castle
Heraldic arms

Photo by Janet Newenham





Puglia Region
Taranto

SAN CATALDO CATHEDRAL *CAPPELLONE*



Photo by Puglia Region

View from the outside of the Cathedral

Photo by Puglia Region





Photo by Puglia Region

SAN CATALDO CATHEDRAL CAPPELLONE CEILING DETAIL

Puglia Region
Taranto





Puglia Region
Bari

KURSAAL SANTA LUCIA THEATRE



Photo by Puglia Region

Kursaal Santa Lucia Theater, interior

Photo by Puglia Region





Puglia Region
Grottaglie

POTTERY DISTRICT, POTTERY CRAFTSWOMAN AT WORK



Photo by Puglia Region

Pottery craftsman at work

Photo by Puglia Region





Photo by Puglia Region

GROTTAGLIE POTTERY DISTRICT

Puglia Region
Grottaglie



Puglia Region
Margherita di Savoia

MARGHERITA DI SAVOIA SALTPAN, MOUNTAIN OF SALT



Photo by Puglia Region



Photo by Puglia Region

The view of Monte Sant'Angelo and
TorrePietra tower from the saltpan





Photo by Puglia Region

MARGHERITA DI SAVOIA SALTPAN, BIRDLIFE RESERVE, COLONY OF PINK FLAMINGOS

Puglia Region
Margherita di Savoia





Puglia Region
Fasano

ARCHAEOLOGICAL PARK OF EGNATIA



Photo by Puglia Region

Archaeological Museum of Egnatia, head of
Attis with the typical Phrygian cap

Photo by Puglia Region

MOLISE REGION

Molise is like a hidden pearl at the bottom of the ocean. Beautiful, precious and unknown. It jealously guards its traditions, deep roots firmly planted in the earth. It supports its home, Nature, protecting its biodiversity and fauna. A little off the beaten paths, Molise offers authentic emotions to travelers. Whether starting from the high mountains of the Mairarde or the Matese and descending towards the gentle hills of Larino, to the Molise coast with its blue sea, you can discover spectacular places. Come with us along Tratturi, open air museum which tell an ancient story of Transhumance, that is nevertheless repeated every year in Molise. Experience the thrill of adventure in the crystal-clear rivers and streams of Molise. Close your eyes lying in Prato Gentile and listen carefully to the perfect sounds of nature. Enjoy a walk in one of the molisani borghi and be ready, for sure someone will stop you for a chat.

The most appreciated gift that a visit to Molise can give you is the rediscovery of time, lived in a slow way. The deafening silence of the mountains, the slow valzer of Molise's villages. The authenticity of this land is the wonder you have yet to enjoy.

Sannitico warrior - Photo by Sharevision





Sannitico warrior - Photo by Sharevision





Molise Region
Campobasso

FESTIVAL IN CAMPOBASSO I MISTERI



Photo by Molise Region

Sannitico museum

Photo by Molise Region





Molise Region
Molisana coast

PETACCIATO COASTLINE



Photo by Molise Region

Trabucco

Photo by Molise Region





Molise Region
Alto Molise

TRATTURO



Photo by EPT Isernia

A craftsman working on a bell in Campane
Marinelli foundry

Photo by Molise Region





Photo by Molise Region

PESCOENNATARO FALESIA

Molise Region
Alto Molise





Molise Region
Sepino

ALTILIA



Photo by Molise Region

Teatro of Altilia

Photo by Molise Region





Molise Region
Parco delle Morge

PIETRACUPA



Photo by Molise Region

Crypt of Trivento

Photo by Molise Region





PULPITO DI CANNETO

Molise Region
Parco delle Morge

Photo by Sharevision





Molise Region
Valle del Volturno

ABBEY OF SAN VINCENZO AL VOLTURNO



Photo by Molise Region

Olive tree Park

Photo by Molise Region



MANDATOHALO-SAN
CARACIOLO CENTI
NEAROLITANO DEL
SEDE MAISO MIYU



Photo by Emilia Vitullo

THE DETAIL FROM THE FRESCO: THE HORSE PANDONE CASTLE, VENFARO

Molise Region
Valle del Volturno





Molise Region
Pietrabbondante

SANNITICO THEATRE



Photo by Sharevision

Sannitico warrior

Photo by EPT di Isernia





Molise Region
Isernia

FRATERNA FOUNTAIN

Photo by EPT Isernia



Photo by Molise Region

Details of the archaeological excavations



Molise Region
Capracotta – Campitello ski area

CAPRACOTTA SKI SLOPES



Photo by Giorgio Paglione



Photo by Pro Loco Capracotta

Detail of National ski Championship





Molise Region
Larino

CATHEDRAL OF LARINO



Photo by Molise Region

La Lupa di Roma - the detail from a Roman
mosaic

Photo by Molise Region

ALBANIA

Albania's twentieth-century history has given it a unique place in the Balkan travel landscape. Albania is a open country and a lovely place to visit these days: entry formalities are minimal and foreigners can wander around the country in freedom in one of Europe's fastest-growing destinations. It is an excellent choice both for tourists travelling on a budget and for those that want to spoil themselves in luxurious resorts. Outdoor recreational activities are affordable for every budget: Hiking, rock climbing, paragliding, scuba diving, rafting, canoeing, mountain biking, horse riding, and off-road trips are the most appealing activities you can do in Albania. Cultural tourism offers good prospects given Albania's ancient past and the existence of a large number of archaeological centers and sites, castles and fortresses, various historical, cultural and religious objects, characterized by archaeological heritage from Illyrian, Greek, Roman and Ottoman times, unspoiled beaches, mountainous topography, Cold War-era artefacts, unique traditions and hospitality, the wild and peculiar atmosphere of the countryside as well. Albania is considered to be "A New Mediterranean Love" and "Europe's Last Secret".

Osumi Canyon - Photo by Landways International / Ministry of Tourism and Environment







Albania
Durrës

ARCHAEOLOGICAL MUSEUM DURRES



Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



Detail from the Museum





Albania
Pogradec

THE MOSAICS OF LIN

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



Ohrid Lake of Pogradec





Albania
Berat

BERAT CASTLE


Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



The detail from the Berat Castle





Albania
Skrapar/Berat

OSUMI CANYON

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



The detail from the Osumi Canyon





Albania
Saranda

BLUE EYE

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



The detail from the location





Albania
Korca

OLD BAZAAR IN KORCA

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



Old Bazaar in Korca





Albania
Voskopoja/Korca

VOSKOPOJA VILLAGE

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



The detail from the Village





Albania
Kruje Area

NATIONAL PARK OF QAFSHTAMA

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



The detail from the National Park of
Qafshatama





Albania
Kruje

GJERGJ KASTRIOTI NATIONAL MUSEUM

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



The detail from the Gjergji Kastrioti National
Museum





Albania
Lezhe

LEZHA

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



Lezha Castle





Albania
Permet Area

BENJE TERMAL WATERS

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



Benje Termal Waters





Albania
Bredhi I Hotoves, Permet

TEKKE OF BABA ALIU

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



The entrance - Tekke of Baba Aliu



Albania
Gjirokastra

GJIROKASTRA CASTLE



Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



The detail from Gjirokastra Castle





Photo by Landways International / Ministry of Tourism and Environment

GJIROKASTRA CASTLE

Albania
Gjirokastra





Albania
Pogradec

THE LAKESIDE PARK

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



The Lakeside Park





Photo by Landways International / Ministry of Tourism and Environment

THE LAKESIDE PARK

Albania
Pogradec





Albania
Butrint, Sarande

BUTRINT NATIONAL PARK

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



Butrint National Park



Albania
Gjirokastra

OLD BAZAAR OF GJIROKASTRA



Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



The detail from the Old bazaar gjiro





Albania
Gjirokastra

TEQE MOSQUE

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



The detail from the Mosque





Albania
Tepelena

AQUADUCT OF BENÇA

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



Aquaduct





Photo by Landways International / Ministry of Tourism and Environment

AQUADUCT OF BENÇA

Albania
Tepelena



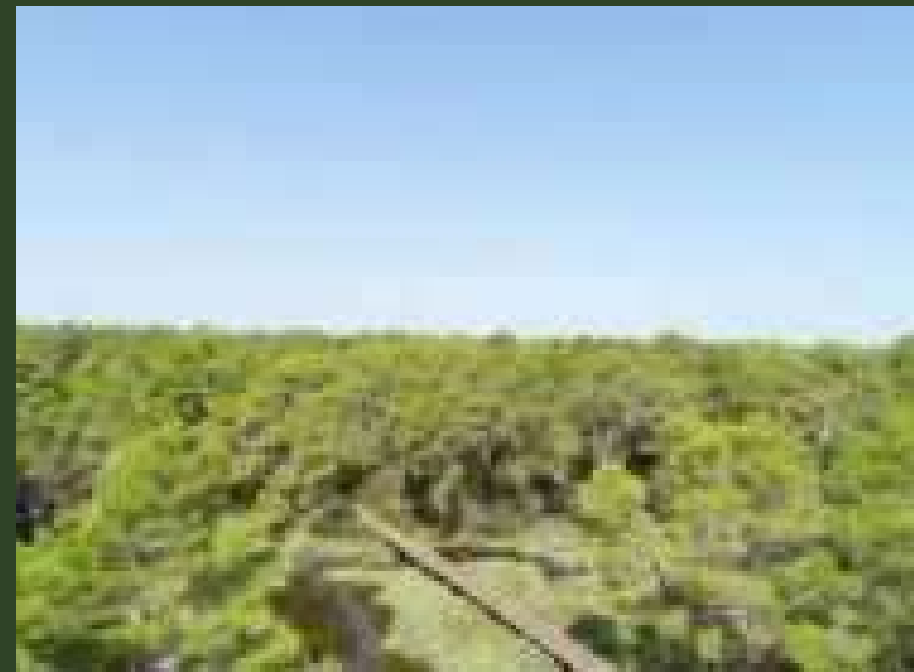


Albania
Lushnje Area

KARAVASTA LAGOON

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



Karavasta lagoon





Albania
Libohova, Gjorokastra

LABOVA OF THE CROSS

Photo by Landways International / Ministry of Tourism and Environment

Photo by Landways International / Ministry of Tourism and Environment



Labova





Photo by Landways International / Ministry of Tourism and Environment

LABOVA OF THE CROSS

Albania
Libohova, Gjorokastra

PROJECT PARTNERS



Department of Tourism, Economy
of Culture and Valorization of Territory



MORE INFO





The Interreg IPA CBC Italy-Albania-Montenegro Programme, co-funded by the European Union through the Instrument for Pre-Accession (IPA II), has a total budget of 92.707.558,00 euro (including 15% national co-financing). The Programme is managed by Puglia Region, which participates together with another Italian Region, Molise; Albania and Montenegro participate with the entire territory. The objective is to promote economic growth and to intensify cooperation in the low Adriatic area, by implementing joint actions between national and regional institutional and non-profit actors and by fostering smart, inclusive and sustainable development.



Disclaimer

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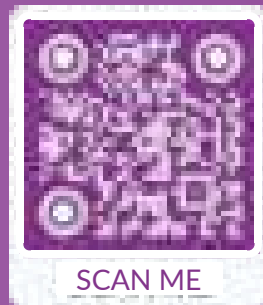


DUE MARI

Route It

DUE MARI

*Virtual
tour*



SCAN ME