



*photo author: Miran Kambič*

INTERREG ITALIA-SLOVENIJA

1.1.2019 - 30.8.2022

# HOME TOWNS

OF PROJECT PARTNERS

**Interreg**  
**ITALIA-SLOVENIJA**



UNIONE EUROPEA  
EVROPSKA UNIJA



**MerlinCV**

[www.ita-slo.eu/en/merlincv](http://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."*

# PROJECT PARTNERS

***ZRS KOPER***

Department of Humanities – Ca' Foscari University of Venice  
Tourism and Hospitality Chamber of Slovenia  
Municipality of Salzano

ARIES Scarl, Chamber of Commerce Friuli-Venezia Giulia  
Consorzio Comunità Collinare del Friuli  
Municipality of Pivka  
Municipality of Tolmin



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TURISTIČNO  
GOSTINSKA  
ZBORNICA  
SLOVENIJE



ARIES  
VENEZIA GIULIA



COMUNITÀ  
COLLINARE  
DEL FRIULI



OBČINA  
PIVKA



Občina Tolmin



# PROGRAM AREA



Cross-border strategic cooperation program Interreg V-A Italy-Slovenia, the MerlinCV project offers relevant European solutions to the environment and society's challenges in developing sustainable thematic tourism. The project's main goal is to increase the tourist attractiveness and visibility of the cross-border region through integrated sustainable models that encourage the creation of innovative and sustainable tourist products in the Slovenian-Italian cross-border area, where approximately 3 million people live.

The revaluation of cultural heritage (castles, manors, villas) and exceptional ecotypes of planned landscapes (park systems, gardens, vineyards) are thus carried out sustainably and with the use of green technologies, and cover diverse landscape types from coastal areas, countryside, and lagoons to hilly and mountainous areas in the program area, which covers an area of 19,841 km.

More than 100 km of new cycling routes of varying difficulty were prepared, and project partner Comunita Collinare re-marked as many as 15 different cycling routes.

The most innovative multimedia products are also presented in this brochure, together with the selected results of the MerlinCV project.

Source: [www.ita-slo.eu/en/programme/programme-area](http://www.ita-slo.eu/en/programme/programme-area)

# K O P E R



*The island is said to have been created in a quarrel between Poseidon and Athena. The Greek goddess of wisdom, Athena, is said to have quarreled with the Greek god of the sea, Poseidon, and fled to these places, but Poseidon followed her and they clashed here. Athena's shield (aegida) is said to have fallen into the water during the battle and turned into an island.*



Once Koper was an island, its oldest settlement dates back to the pre-Roman and Roman periods.

The original name of the settlement on the island on which the city is located today was Aegida, in the time of the Romans Capris, later Insula Capraria (Goat Island), the Byzantines named it Justinopolis, and the patriarchs of Ogleia Caput Histriae (head of Istria).

The Venetians, who left the biggest mark on this area, gave it the name Capo d'Istria (head of Istria). The name Capodistria, along with the Slovenian version - Koper, is still preserved today.

The main town square - square of Tito, once platea communis, is the oldest town square in Slovenian territory, surrounded by representative buildings of the regional administrative, military and judicial, city, and church authorities. Koper also boasts the oldest monastery on Slovenian territory, namely the women's monastery, which was active before the year 908.

Koper hides several luxurious city palaces, many squares, a fountain, cultural institutions, and the Muda city gate.

We can also get to know them through the street museum created as part of the project.

The city of Koper is also the only Slovenian cargo port.



photo author: Jošt Gantar



photo author: Jaka Ivančič

In addition to historical heritage and tourist products, the city boasts a silver Slovenia Green Destination label.

Just a few natural values that contributed to receiving the sign:

- Škocjanski zatok (natural reserve),
- Karst edge,
- Rizana river valley,
- Dragonja river valley,
- the hilly surroundings of Koper

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



# C Y C L E   R O U T E S

The cycling routes have been prepared by cycling guides and are suitable for families with children. They are available on the MerlinCV online platform, just like the other cycling routes of the project partners. The route of the castles in the Municipality of Pivka is also marked with signposts, information boards, and a leaflet, while the cycling routes in Comunita Collinare are also equipped with printed maps and information boards at the starting points.

## " Among fortified castles and luxurious mansions "

The 35.5 kilometers circular route through the Vipava Valley is suitable for a one-day trip. It takes you, among other things, past the Vipava Cross, a forgotten baroque pearl – the Velika Žablja manor and the manor above the village of Lože (former residence of the important Cobenz family. In Vipava, you will be greeted by the Lanthieri manor, which, in addition to baroque architecture, also boasts an idyllic baroque park and the natural scenery of the source of the Vipava river. Before returning to Ajdovščina, where there are the remains of the castle park of the Edling family, the late-Renaissance Villa Belvedere in Zemon awaits you on the way, which is known both for its architecture and for the wonderful view and the park that surrounds it.



## " Between the Karst and the valley, from fortified villages to luxurious mansions "

A longer version of the cycle route through the Vipava Valley is a two-day route with a length of 57.3 kilometers. In addition to the cultural and natural sights of the Vipava Valley, which are offered on a one-day trip, this itinerary also offers us a tour of the Slovenian Karst. Štanjel is the most picturesque village in the series of buildings on a slightly elevated karst edge, which is hidden by the luxurious mansion of a very prominent family in the Cobenzl empire. Above the village, on the top of Turn hill, stand the ruins of a small castle building. Next to Štanjel Castle, the Ferrari Garden, designed by the famous architect Maks Fabiani, is worth mentioning.

## " A route along the border of the Republic of Venice and the Habsburg Empire along the fortifications and natural treasures "

In order to further discover the Karst, a third route was created, which stretches for a distance of 25.8 kilometers and is suitable for a one- or two-day trip. It starts at Socerb, where you can admire an exceptional view of Trieste bay next to the castle. You can stop in the picturesque village of Zanimgrad. The route then takes you to the more famous fort – Hrastovelj, where you can see the famous frescoes inside the church. The end is in Kubed, where you can see the ruins of a once important military fort.

Within the project MerliCV, several educational workshops were, in addition to ZRS Koper, also prepared by other project partners and present good practices of sustainable tourism, integration of local providers, marketing strategies and communication, as well as innovative presentations of cultural heritage and its use for tourism purposes.



# V E N I C E



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## A CITY OF MARBLE PALACES ON THE LAGOON



*author of the photography: Toa Heftiba*



*author of the photography: Damiano Baschiera*

Venice, located in the lagoon area at the eastern end of the Po Valley, is a city that boasts a very long history. His legendary birth dates back to the year 421 AD. Between the end of the 16th and the beginning of the 17th century, the city had a population of more than 180,000, making it the second largest city in Europe.

In Venice, trade between the Middle East and Europe was monitored through the import of spices and exotic products and the export of fabrics and precious metals. During the Renaissance, an important industrial sector developed, based on the processing of fabrics, glassware, jewelry, and luxury products.

Venice, built on water, is currently the administrative capital of the Veneto region, and one of the most famous tourist cities in the world. It consists of about 100 islands connected by bridges.

It is estimated that the city receives more than 25 million tourists each year. They come to admire a unique place, because of its location and monuments that testify to the political power and artistic richness in its millennial history.

<https://www.unive.it/pag/16331/>



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## TIN. TREASURE HUNT

The comic book "Tin. The Treasure Hunt" is divided into two stories, which are independent but with the same main character.

In the first story *"The Dwarf from the Villa"*, during a visit to the Venetian Villa, two children - Marta and Piero, meet the dwarf Tin. Together they go on a treasure hunt.

In the second story, "Treasure Tower", teenagers Marta and Piero go on a trip to Slovenia together with their parents. They visit a castle with a fortified tower. They soon realize that this time's treasure hunt will be connected to the Venetian villa they visited years ago.

The story was also the basis for the preparation of two mobile games, which will be accessible via the online platform created as part of the project and which, like the comics, represent the innovative use of cultural heritage for tourism purposes.



source: Università Ca'Foscari









*source: slovenia.info*

# L J U B L J A N A



TURISTIČNO  
GOSTINSKA  
ZBORNICA  
SLOVENIJE

## LJUBLJANA - VIVACIOUS, LIVE, HOT

Ljubljana is the capital of the Republic of Slovenia and the most populated city and municipality in Slovenia. The city with an area of 163.8 km<sup>2</sup> is located in the Ljubljana Basin, through which many rivers and streams flow.

The symbol of the capital city is the dragon, which has been proudly reigning in the city's coat of arms since the late Middle Ages.

The city has a rich and long history; already around 2000 BC. bridge builders lived in the Ljubljana Marshes. During the Roman period, a military outpost developed in the area of Ljubljana, then Emona, and later a town with around 5,000 inhabitants. The design of the old part of the city around the castle hill shows its medieval origins. The most important Slovenian architect, Jože Plečnik, left a big mark on the image of today's Ljubljana.

Today, Ljubljana is the geographical, cultural, scientific, economic, transport, political and administrative center of the country. It is home to many theaters, museums, and galleries, and also boasts one of the oldest philharmonic halls in the world. Many domestic and foreign students give the city a youthful vibe, and the rich offer of cultural and sports events and a multitude of experiences ensure that a tourist in Ljubljana simply cannot be bored.



*photo author: Luka Esenko (visitljubljana.com)*



*source: slovenia.info*

<https://www.tgzs.si/domov/>



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



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

## P R O M O T I O N A L M A T E R I A L

As part of the project, the Tourism and Hospitality Chamber of Slovenia produced promotional material, through which it presents the project, partners, and achievements to the readers. The entire material increases the tourist attractiveness and visibility of the cross-border region.

3 leaflets were made:

- presentation of the project and partners (Slovene, Italian, and English),
- villas and castles in the program area (Slovene, Italian, and English),
- selected results of the project partners (Slovene, Italian, and English)

and 3 brochures:

- presentation of partners, project leaders, and activities,
- recipes from local providers (recipe e-book),
- description of the locations of project partners and achievements within the MerlinCV project.



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

10 vlogs were also recorded, through which the viewer is briefly introduced to the selected tourist destination, products, and cultural and natural heritage.

We informed the professional public and the media about the project results and achievements.



# SALZANO

## SPAS, NATURE AND CULTURE JUST A STONE'S THROW FROM VENICE



Salzano, a spa town, is located only 20 km from Venice, where nature and history are closely intertwined.

Natural cycle routes and footpaths allow you to move around the beautiful Venetian landscape and reach places of great interest, such as:

- Museum DELLA FILANDA ROMANIN-JACUR
- temple Beata Vergine delle Grazie
- Museum San Pio X
- natural park l'Oasi Lycaena
- Salzano Spa

The cultural events and popular festivals that take place there are known even outside the territorial borders.

The accommodation offers pleasant family farm buildings and bed and breakfasts guarantee excellent quality to visitors and genuine contact with nature.

Salzano je nedvomno idealna destinacija za tiste, ki imajo radi trajnostni, domač turizem v neposredni bližini očarljivih Benetk.



*source: Salzano*

[https://www.comune.salzano.ve.it/myportal/C\\_H735/home](https://www.comune.salzano.ve.it/myportal/C_H735/home)

# FAIR IN THE SPINNING MILL



During the fair, the original processes of silk production and production using the original vintage machines are shown.

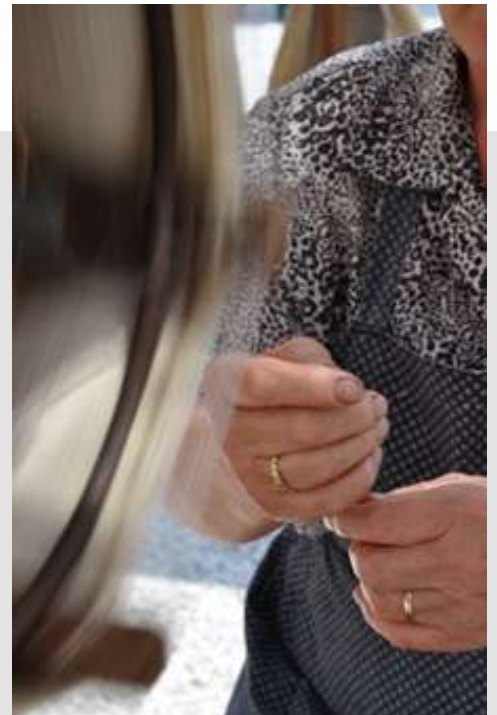
Among other things, there is also a fashion show, which takes place next to stalls with local craft products, the event is accompanied by a typical local gastronomic offer and music.

The most important activity achieved by the municipality of Salzano within the MerlinCV project is the enrichment of the contents of the spinning mill building and the museum in it. A study on the sustainability of the processing and reuse of the spinning mill and the creation of multimedia and interactive space means new content of the revived heritage. This allows the visitor to experience the narration of thousands of stories about the spinning mill through many human senses. It is an in-depth installation that provides the visitor with a more motivated and informed visit to the museum.

As part of the project, some necessary work was also carried out on the building itself, and access for people with reduced mobility was also arranged.



*source: Salzano*



*source: Salzano*



*source: Salzano*



# TRIESTE



source: ARIES

Trieste is one of the most cosmopolitan cities in Italy, the heart of which is Piazza Unità, dedicated to the unification of Italy. It lies in northeastern Italy by the Gulf of Trieste and is also the largest city in the Italian autonomous region of Friuli-Venezia Giulia.

In the 18th century, a port for the free import of coffee was established here. Even today, beautiful literary cafes, and historical places with retro charm, once frequented by famous writers such as Umberto Saba, James Joyce, and Italo Svevo, offer visitors a breath of the past.

The buildings on one side of the square are a perfect synthesis of Trieste's history, and the Molo Audace pier, which stretches into the sea, is as long as 200m. The view from this point stretches across Piazza Unità to the monumental palaces, the Greek Orthodox Church of San Nicolò, and the Grand Canal. The marble castle of Miramare can also be seen. Miramare Castle and its park were built at the will of Archduke Maximilian of Habsburg, who decided to build a residence on the outskirts of Trieste, overlooking the sea and surrounded by a large garden.

The foundation stone of the castle was laid on March 1, 1856. Models from the Gothic, Medieval, and Renaissance periods come together in a surprising fusion that represents a perfect synthesis between nature and art.



ARIES  
VENEZIA GIULIA

<http://www.aries.ts.camcom.it/sl/home.htm>





# GORICA

source: [www.turismoofvg.it/gorizia](http://www.turismoofvg.it/gorizia)

Gorica has always been a meeting point for history, people, and languages. The heart and symbol of the city of Gorica is the medieval castle. Medieval, baroque, architectural aspects of the nineteenth and twentieth centuries coexist in the city. Among the many historical buildings, Palazzo Attems Petzenstein (headquarters of the Provincial Museums Pinakothek), Palazzo Werdenberg, which houses the Isoncina State Library, and Palazzo Lantieri stand out. Palazzo Coronini Cronberg, which dates back to the end of the 16th century, is surrounded by one of the most interesting parks in Gorizia, in which the Coronini family planted trees from all over the world. No less impressive are the Viatori Garden and the Piuma-Isonzo Park, the latter next to the river of the same name. In addition to the Pinacoteca and Palazzo Coronini Cronberg, the rich museum offer also includes the Museum of Fashion and Applied Arts, the Gorizia Museum of the Middle Ages, which is located inside the castle, and the Museum of the Great War.

The city in Italy, in the region of Friuli-Venezia Giulia, lies on the border with Slovenia and the city of Nova Gorica. It was this intense cooperation between the two cities that led to the important joint awarding of the European Capital of Culture 2025 title in December 2020.



ARIES  
VENEZIA GIULIA

<http://www.aries.ts.camcom.it/sl/home.htm>



**THE RESULT OF THE  
PROJECT**



# Platform

## **MOBILE AND ONLINE CONNECTION BETWEEN TOURISTS AND CULTURAL AND NATURAL HERITAGE**

The online platform will serve as a database of the cultural and natural heritage of manors and palaces, local tourist offers, and a tool for planning tourist itineraries. It will enable the intuitive use of expert data on the offer of a given location, as all points will be displayed on the map, which will enable the visitor to transparently create an itinerary by points of interest. In addition to marking the location on the online map, the user will get interesting information about the location, photos, 3D reconstructions of buildings, and short video content in one place. This will bring modern users even closer to the places themselves and thus attract them to a visit that will be sustainable. Via the platform, it is possible to transfer data on the routes of cycling routes that have been newly created or restored within the project. The site also offers information about other cycling routes and about digitized products of cultural and natural heritage, both digital content such as 3D presentations of individual complexes of castles and forts, as well as other innovative tourist products of cultural heritage presentations.

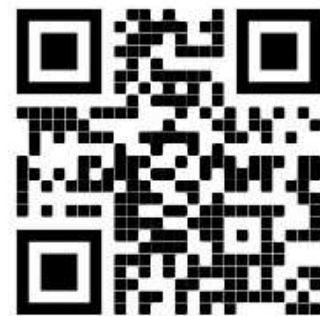
The platform will therefore be a digitized synthesis of practices from the field and professional descriptions of cultural and related natural heritage, which will be evaluated and better presented to a wider audience, and will also follow the guidelines of the marketing strategy.



**Slovenian platform**



**English platform**



**Italian platform**



# COLLINARE DEL FRIULI



In the heart of the Friuli landscape lies an ancient land where elegant castles can be seen from the top of the hills.

A landscape with beautiful nature, between the Alps and the sea, where ancient fortresses and historic churches offer travelers a leap into the past.

The diversity of the land enables a skillful combination of nature, culture, history, and sports.

Many castles, villages, and historic villas are associated with the production and tasting of San Daniele del Friuli raw ham, Fagagna cheese, San Daniele del Friuli trout, and other typical flavors of the area.

The Comunità Collinare del Friuli, based in the municipality of Colloredo di Monte Albano, was founded voluntarily in 1967.

The fifteen associated municipalities are: Buja, Colloredo di Monte Albano, Coseano, Dignano, Fagagna, Flaibano, Forgaria nel Friuli, Majano, Moruzzo, Osoppo, Ragnogna, Rive D'Arcano, San Daniele del Friuli, San Vito di Fagagna, Treppo Grande.

The main purpose of the community is to act as a reference entity in the territory both in the management of functions and services, with a special emphasis on the human, social and economic strengthening of its community and in the planning of territorial interventions, about this CLO model ("comunità locale d'offerta"), i.e. an institutionalized network of local operators, suppliers, distributors, and local stakeholders, they also prepared a handbook.



*Grad Villalta*

*photo author: Gianpaolo Scognamiglio*



## CYCLING ROUTE

# SAN DANIELE AND SURROUNDINGS

The route starts in the town of San Daniele del Friuli. It runs through the municipalities of Collinare: Majano, Forgaria nel Friuli, Ragogna, and ends again in San Daniele.

Along the way, you can admire the beautiful scenery and some of the most attractive places in the Collinare area: the castle and lake of Ragogna and San Daniele.

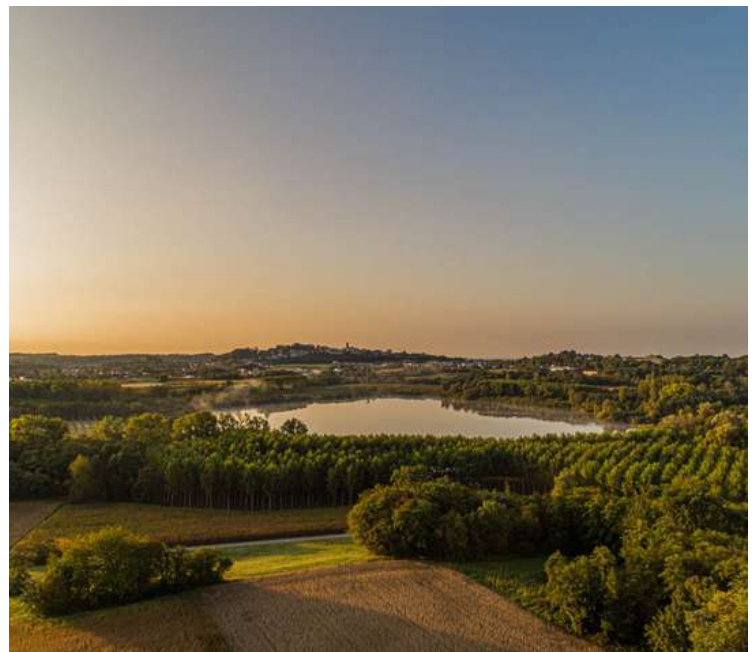
While cycling, you will pass over two bridges that cross the Tagliamento (Tilment) river - one of the most famous and most explored torrential rivers in Europe.



*photo author: Gianpaolo Scognamiglio*

*Ragogna castle and Tagliamento river*

*Ragogna Lake and San Daniele*



*photo author: Gianpaolo Scognamiglio*







# M U N I C I P A L I T Y O F P I V K A

The municipality of Pivka today comprises 29 settlements and has over 6,000 inhabitants.

Due to its strategic location, it has become an important tourist center - the largest museum complex in Slovenia, the Park of Military History, has been developed right on the outskirts of the town of Pivka. The area of Pivka has a rich military-historical heritage, as armies have always moved through this territory and tried to control it. Among the visitors of these places, the intermittent lakes of Piva are also popular, and with their diversity of animal and plant life, many lovers of hiking and cycling are fascinated.

It lies in the Primorsko-Inland region, which enables it to have fast and dense traffic, and with it clusters of travelers and visitors, which represents an exceptional tourist potential.



<https://www.pivka.si/>





# KNIGHT'S CHALLENGE

As a pilot project, the Municipality of Pivka developed a new gamified experience – the attractive mobile game Knight's Challenge. Through a tense and fun game, users explore the complex of the Military History Park and solve various tasks with the help of observation, ingenuity, cooperation, and logical reasoning, with the help of the knight Bernardin Ravenski. Combining the elements of the escape room, treasure hunt, and storytelling, the game brings a lot of fun.

The application is only available at the location of the Military History Park.



*source: Municipality of Pivka*

A 3D model of the various development phases of Šilentabor Castle and the two documentaries about the castle heritage of the municipality – Šilentabor Fort and Ravne Manor – are certainly among the products of revived heritage.



*source: Municipality of Pivka*



# M U N I C I P A L I T Y T O L M I N

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**NUMEROUS CONFLUENCES OF CLEAN RIVERS  
AND UNFORGETTABLE VIEWS OF THE  
SURROUNDING PEAKS**

With an area of 382 km<sup>2</sup>, the municipality of Tolmin is one of the largest Slovenian municipalities and is part of the tourist-attractive Soča valley. The center of the municipality is the Tolmin basin, which is the meeting point of four valleys: the Soča valley towards Kobarid, the Soča valley towards Kanal and Nova Gorica, the Idrijca valley, and the Baška ravine.

Part of the municipality lies in the Triglav National Park. The lowest entry point of the park is the picturesque Tolminska Korita, one of the most visited tourist attractions. High above the valley of Tolminka opens a wonderful view of the most beautiful monument of the First World War on the territory of the Republic of Slovenia - the church of St. Duha in Javorca. Also interesting is the thousand-year-old tradition of cheesemaking and dairying in Tolminsko, which can be seen in the summer on many dairy mountains, where you can taste Tolminc cheese and albumen curd.

Tolminska is also a paradise for athletes and recreationists of all kinds, and in the summertime, Tolmin becomes a city of festivals.



**SLOVENIAN  
DESTINATION OF  
EXCELLENCE  
2007**

<https://www.tolmin.si/>

## CASTLE ON KOZLOV ROB ABOVE TOLMIN

**The ruins of what was once the most important castle in Tolmin can be found on the hillock of Kozlov rob above Tolmin. The ruins of the castle have been declared a cultural monument, and the entire castle hill is a popular recreation area, also connected with a historical and naturalistic trail.**

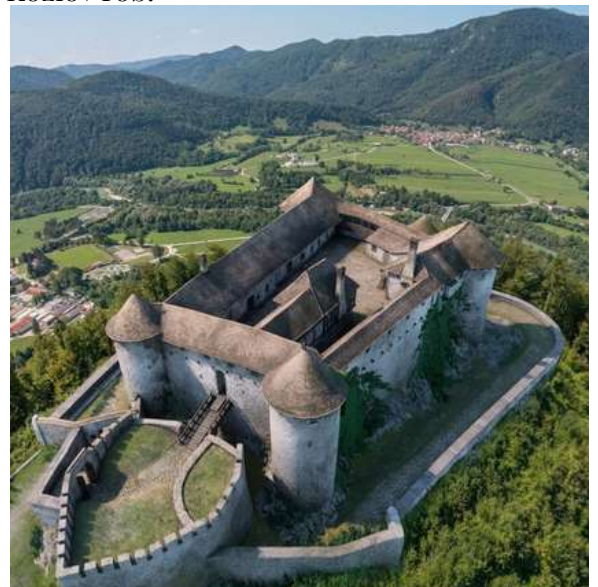
The castle building was damaged by earthquakes in 1348 and 1511. At the end of the 16th century, the castle was renovated, but after 1651, when the Tolmin lordship and headship were taken over by the Coronini, the castle was finally abandoned and a new castle building was built in the town of Tolmin, part of which today houses the Tolmin Museum.

By participating in the MerlinCV project, the municipality of Tolmin wanted to give this area, which is one of the most important identity elements of Tolmin and the wider Tolmin region, especially in connection with the time of the Tolmin counts and the Tolmin punt, a new impetus and new possibilities for tourism development, while also gaining new expert knowledge about this monument.

For this purpose, the following activities were carried out under the auspices of the MerlinCV project:

- creation of an action plan for the inclusion of the heritage of the castle on the edge of Kozlov in tourist products in the municipality of Tolmin,
- editing works on Kozlov edge with the new marking of thematic routes,
- construction of an accessible forest road along the northern slope of Kozlov rob,
- archaeological excavations in the area behind the northern wall of the castle ruin on Kozlov rob,
- conservation and restoration work on finds,
- creation of a mobile application for viewing an attempt at a 3D reconstruction of the castle on Kozlov rob,
- digitization of the ruins of the castle on Kozlov rob,
- geophysical research of the area of the castle ruins on Kozlov rob,
- creation of project documentation for electrification and communal equipment of Kozlové rob,
- carrying out archaeological test excavations in the area of the entire top of Kozlov rob and archaeological excavations behind the western wall of the ruins of the castle on Kozlov rob,
- creation of a VR experience for viewing an attempted 3D reconstruction of the castle on Kozlov rob and
- construction of an educational and recreational trail around Kozlov rob.

The MerlinCV project means an exceptional contribution to improving the potential of Kozlové rob as a tourist spot and an excellent basis for further activities that the Municipality of Tolmin will carry out in the coming years as part of the project Castle on Kozlové rob – the past for the future, for which it successfully obtained grants from the Plan for recovery and resilience, as part of which it is planned to partially restore and upgrade the ruins and to set up a new, interactively designed exhibition in the west tower.





*Socerb Castle*  
*photo author: Jaka Arbutina*







Author: Rebeka Mežan, mag., Tourism and Hospitality Chamber of Slovenia

The content for each city was contributed by the project partners, namely:

- City Koper – ZRS Koper
- Venice – Department of Humanities – university of Ca' Foscari, Venice
- Ljubljana – Tourism and Hospitality Chamber of Slovenia
- Salzano – Comune di Salzano (Municipality of Salzano)
- Trieste – ARIES Scarl, Chamber of Commerce of Friuli-Venezia Giulia
- Gorica – ARIES Scarl, Chamber of Commerce of Friuli-Venezia Giulia
- Collinare del Friuli – consortium Comunità Collinare del Friuli
- Pivka – Municipality of Pivka
- Tolmin – Municipality of Tolmin



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