

MEDCYCLETOUR Good Practice – “Parenzana”- Route of health and friendship

16 July 2020

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Your organisation	
Country	Slovenia
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City	Koper

Organisation in charge of the good practice		
<i>[If your organisation is not the one in charge of the good practice, please indicate the relevant organisation.]</i>		
Organisation in charge of this good practice	Slovenian part: Municipality of Koper, Municipality of Izola and Municipality of Piran Croatian part: Istria County	
Location of the organisation in charge:	Country	Slovenia
	Region	Coastal–Karst Statistical Region (SI044, NUTS 3)
	City	Koper

Good practice general information	
Title of the practice	<i>Parenzana- Route of health and friendship</i>
Does this practice come from an Interreg Europe Project?	Yes
If yes, what is the name of that project?	PARENZANA I – <i>The Route of Health and Friendship</i> : started on 3 April 2006 and ended on 3 June 2008. Co-financed by the Programme: 2000 - 2006 Slovenia - Hungary - Croatia (SI-HU-HR) PARENZANA II – <i>Revitalisation of the Route of Health and Friendship</i> : started in 2009, ended in March 2012. It was applied for and approved under the IPA CBC SI-HR 2007-2013. PARENZANA III – <i>Parenzana Magic</i> : started in January 2014 and finished in October 2015, applied for and approved under the IPA Slovenija-Hrvaška 2007-2013.

Category of the practice	Please select the category of the practice (you can mark the category in bold): 1. Cycling tourism route infrastructure	
Geographical scope of the practice	Regional	
Location of the practice	Country	Slovenia / Croatia
	Region	Coastal–Karst Statistical Region (SI044, NUTS 3) Istria County (HR03, NUTS 2)
	City	Koper/Izola/Piran Buje/Motovun/Poreč

Detailed description	
Short summary of the practice	<p><i>Specific cross-border objectives of the operation were: creation of the touristic destination "Parenzana" by joining the existing offer of natural, cultural and technical heritage into a joint touristic product for the recognition of the route, as a cultural-recreational destination; preserving the path of the old railroad track in Slovenia and Croatia and the simultaneous development of additional capacities for the bicycle infrastructure intended for sports and recreation, thus leading to a wider touristic infrastructure development; linking the route's cultural heritage with the recreational and gastronomical contents, for the purpose of creating a recognisable integrated touristic itinerary.</i></p>
Detailed information on the practice	<p><i>The main objectives of the project were the revitalisation of the former Parenzana railroad, an integrated tourist offer and long-term cross-border cooperation.</i></p> <p><i>The Croatian partners restored approximately 60 kilometres of the route, which until then had not been in use. The route was transformed into a path for pedestrians and cyclists, viaducts and bridges secured with guard rails and tunnels lit by solar lighting. A small multimedia museum, dedicated to Parenzana, was arranged at Livade (CRO) and the route received its own innovative research game – the Parenzana Code.</i></p> <p><i>The Slovenian Partners arranged about 20 kilometres of the route in the territory of the Republic of Slovenia.</i></p> <p><i>In 2009, a continuation of the project was applied for and approved under the IPA CBC SI-HR 2007-2013. It was named PARENZANA II – Revitalisation of the Route of Health and Friendship.</i></p> <p><i>Owing to the excellent results of the previous two projects, an application was made for the third project under the Operational Programme IPA Slovenia-Croatia 2007-2013, with the name of Parenzana Magic, which started in 2014.</i></p> <p><i>The main beneficiaries were the Municipalities in the partnership.</i></p> <p><i>The main stakeholders are local and regional authorities, local and regional development agencies, local tourism organisations, training organisations in the field of tourism and sport, cultural societies, museum visitors, students, and the general public – cyclists and vacationers.</i></p>
Resources needed	<p><i>Parenzana I – €913,860</i></p> <p><i>Parenzana II - €612,485</i></p> <p><i>Parenzana magic - €510,949</i></p>
Timescale (start/end date)	<p><i>April 2006 - October 2015</i></p>
Evidence of success (results achieved)	<p><i>110 km long cycling route.</i></p> <p><i>Ongoing projects: connected with the Parenzana trail and tourist offer along the road.</i></p> <p><i>Cross-border events: bicycle races; trekking events; MTB events; Parenzana marathon; wine run; Parenzana day.</i></p> <p><i>Active web page: https://www.parenzana.net/si with updated contents.</i></p> <p><i>Promotional cross border leaflets of Parenzana trail as important tourist offer of Istria on both sides.</i></p>
Challenges encountered	<p><i>A hundred years ago, the Istrian towns and villages between Trieste and Porec were connected by a narrow railway called Porecanka/Parenzana. The railway line was closed and dismantled in 1935. The main challenge was to revitalise the closed railway and promote it as an important tourist offer of the cross-border destination. The revitalisation was done in phases through different projects.</i></p> <p><i>Nowadays, Parenzana represents the connection between the coastal towns in Italy, Slovenia and Croatia and a place where hikers, runners and cyclists spend their leisure time. The railway route, promoted under the slogan of "Parenzana – The Route of Health and Friendship", connects the three countries and their national minorities and improves the tourism offer in Istria.</i></p> <p><i>The Route of Health and Friendship is the main green route in Istria. The shared objective of the "Parenzana" project was to develop a common tourism infrastructure which can serve principally as a cycling path, however, it can be used also for running, roller-skating and walking. Other important objectives of the project were the development and organisation of integrated tourism offers, the development of sportive, cultural and leisure activities, tourist information and marketing of cultural events.</i></p> <p><i>The revival of the route comprised the renewal of the existing parts of the railway route and the construction of new parts in Slovenia, investments in the Parenzana Museum (Izola and Livade), cleaning of the route in Croatia, marking and signalling the route and accompanying tourist and cultural events in Istria. The route has gained in importance since 2003 when it was awarded a prize and consequently became a part of the "European Greenway Network".</i></p>

<p>Potential for learning or transfer</p>	<p><i>Parenzana route is a good practice for how cooperation among partners on the local, regional and transnational level can result in a tourism product important for the entire region to benefit local people and tourists. Cross-border cooperation and the joint implementation of activities were essential for the success of the project and this a good example of how to develop other similar projects and cooperations. The importance of such projects and cooperation are seen also nowadays, as local municipalities continue to maintain the infrastructure and take it into account when planning activities.</i></p> <p><i>Combining the natural, cultural and technical heritage of the route is linked to tourist events in the participating municipalities as part of an integrated product. This was done to raise the profile of the Croatia-Slovenia border area and awareness of the importance and potential of the track, particularly among nature and cycling enthusiasts.</i></p> <p><i>The project allows the cycle route to continue along the whole length of the Croatian and Slovenian part of the railway. Points of interest and services, such as milestones, places for sightseeing, rest places, information boards, info points and bicycle parks add value to the route. The project has also had a big impact in terms of cross-border cooperation and friendship.</i></p>
<p>Further information</p>	<p> https://www.parenzana.net/si https://www.koper.si/wp-content/uploads/2019/02/Parenzana-II-brosura.pdf http://www.parenzana.info/overview.html </p>
<p>Keywords related to your practice</p>	<p><i>Parenzana, cycling, green mobility, sustainable transport, cross border cooperation, municipalities, nature,</i></p>
<p>Upload image</p>	

