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Czech Society of Landscape Engineers – ČSSI, z.s.,



and

**Department of Landscape Management
Faculty of Forestry and Wood Technology
Mendel University in Brno**



**Public recreation and landscape protection
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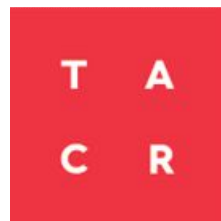
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Contents

A CARTOGRAPHIC APPROACH FOR TOURISM PROMOTION OF ANCIENT FORTRESSES IN DOBROGEA, ROMANIA <i>Vasile-Gabriel Dascălu, Ancuța-Olimpia Ciocănel, Cristian Constantin Drăghici</i>	11
A GIS-BASED APPROACH TO MONITOR AND ASSES HISTORICAL FOREST LANDSCAPE EVOLUTION <i>Giuseppe Cillis, Dina Statuto, Pietro Picuno</i>	16
ACOUSTIC TOMOGRAPHY AS A TOOL FOR ASSESSMENT OF DECAY AND DEFECTS OF TREES WITH RECREATIONAL SIGNIFICANCE <i>Ludek Praus, Ivo Machar, Lubos Uradnicek, Vilem Pechanec</i>	21
ADAMOV IN THE STARÉ MĚSTO REGION - THE LANDSCAPE OF AN ABANDONED SETTLEMENT AS A PLACE FOR REMEMBRANCE AND RECREATION <i>Tomáš Mašíček, Martin Horníček, Veronika Peřínková, Hana Vavrouchová</i>	24
ANALYSIS OF THE DYNAMICS OF TURNOVER IN THE CREATIVE SECTOR FROM THE MEDIA AND CINEMA CLASS IN THE WEST DEVELOPMENT REGION - ROMANIA <i>Gruia Andreea Karina, Grecu Alexandra, Olteanu Cosmin, Bratu Anca, Burlui Cornel- Alexandru</i> ..	29
ANALYSIS OF THE TOURIST PHENOMENON IN THE ROMANIAN SEASIDE RESORTS <i>Alexandra Grecu, Gruia Andreea Karina, Oana Elena Joița, Alina Simion, Cristina Popescu</i> ,	34
ANALYSIS OF TOURISM DEVELOPMENT IN THE SOUTH MORAVIAN REGION <i>Kristýna Tuzová, Martina Urbanová, Milada Šťastná</i>	40
ANALYSIS OF WIND POWER CAPACITY IN THE DOBROGEA PLATEAU, ROMANIA <i>Andrei Ducman, Camelia Teodorescu, Bogdan Petre, Nicoleta Bira, Cristian Cazacu</i>	47
ANTHROPOGENIC PRESSURE: QUANTIFYING AND CLUSTERING HUMAN STRUCTURES IN "SANDSTONE" PROTECTED AREAS <i>Tomáš Janík, Vladimír Zýka, Barbora Lachová, Katarína Demková, Roman Borovec, Dušan Romportl</i>	52
APPLICATION OF CROSS-BORDER PUBLIC SERVICES IN MANAGING TOURISM IN PROTECTED AREAS <i>Hynek Böhm, Emil Drápela</i>	58
ARCTIC TOURISM CLUSTER IN YAKUTIA: LOCAL AND GLOBAL APPROACHES <i>Ekaterina Romanova, Liudmila Zamorshchikova</i>	63
ARTIFICIAL WETLAND ECOSYSTEM PROPOSAL ON THE VÁH RIVERBANK <i>Miroslav Čibik, Attila Tóth, Roberta Štěpánková</i>	68
ASPECTS REGARDING THE DEVELOPMENT OF HUMAN SETTLEMENTS IN THE SUBCARPATHIAN HYDROGRAPHIC BASIN OF CRICOVUL SĂRAT <i>Monica-Adriana Oprea, Constantin-Răzvan Oprea, Roxana Cuculici</i>	72
BANK STABILITY IN POST-MINING RESERVOIRS AS A MEANS OF SUPPORTING RECREATION POTENTIAL <i>Jan Deutscher, Ondřej Hemr</i>	76
CAUSES OF ANTHROPOGENIC PRESSURE ON FOREST SYSTEMS IN ROMANIA <i>Ana-Maria Ciobotaru</i>	80
COMPARING CHANGES OVER TIME: THE PERMANENT GULLY EROSION ON THE MYJAVA HILL LANDS (SLOVAKIA) <i>Michaela Danáčová, Roman Výleta, Milica Aleksić, Marcela Maliariková, Radovan Nosko</i>	84

COMPARISON OF THE ADAPTATION MEASURES TO CLIMATE CHANGE IN POLAND AND SLOVAKIA ON THE EXAMPLE OF SELECTED URBAN AGGLOMERATIONS <i>Martina Zeleňáková, Slávka Galas, Adam Repel, Andrzej Gałaś, Mariusz Krzak</i>	89
COMPLEX LANDSCAPE ANALYZE HELPS TO IMPROVE PLAN OF COMMON FACILITIES OF LANDS ADJUSTMENT WHEN COMPLICATED LANDS OWNERSHIP <i>Petr Kupec, Jitka Bartošová</i>	94
CONNECTING MARINAS WITH INLAND AREAS FOR ENHANCING THE PUBLIC RECREATION OF RURAL HERITAGES <i>Zoe Godosí, Thomas Papadiotis, Antonella Fatone, Pietro Picuno</i>	99
COVID-19 PANDEMY UNEARTHED CRITICAL LACK OF SUBURBAN RECREATIONAL OPPORTUNITIES <i>Hana Hermová, Tomáš Kvasnička</i>	104
CREATING TOURIST CIRCUITS BASED ON NATURAL RESOURCES. CASE STUDY: BUZĂU COUNTY, ROMANIA <i>Camelia Teodorescu, Andrei Ducman, Laurentiu Szemkovics, Nicoleta Bira, Cristian Cazacu</i>	108
CULTURAL AND NATURAL VALUES OF SMALL SACRAL OBJECTS AND SITES IN EVERYDAY AND EXCEPTIONAL SLOVAK LANDSCAPES <i>Attila Tóth, Mária Bihuňová, Denisa Halajová</i>	113
CYCLING AND ITS INFLUENCE ON ANIMAL BEHAVIOR <i>Ondřej Mikulka, Jakub Drimaj, Radim Plhal, Miloslav Homolka, Jiří Kamler</i>	117
DARK TOURISM AND ITS POTENTIAL IN THE LIBEREC REGION <i>Artur Boháč</i>	121
DARK TOURISM IN BUZAU COUNTY. AN OPPORTUNITY TO PROMOTE CULTURAL HERITAGE <i>Ionuț-Ciprian Panait, Marian Marin, Alexandru Gogoiu, Radu-Daniel Pintilii</i>	126
DECREASE OF CARBONATES IN SANDY SUBSTRATE WITH TWO DIFFERENT TYPES OF VEGETATION <i>Fernández Arias Pablo, Lenka Sevelova</i>	131
DEFINING SUSTAINABLE TOURISM WITHIN PLANETARY BOUNDARIES <i>Aneta Parsonsová</i>	136
DESIGN OF EDUCATIONAL HIKING TRAIL <i>Vladimír Juško, Stanislav Azor, Adrián Kostúr</i>	141
DETECTION OF CHANGES IN THE MEAN MONTHLY DISCHARGES ON THE VÁH RIVER BASIN IN SLOVAKIA <i>Silvia Kohnová, Jana Poórová, Lotta Blaškovičová, Michaela Danáčová</i>	146
DETERMINATION OF SELECTED ECOSYSTEM FUNCTIONS FROM REMOTE SENSING DATA <i>Vilém Pechanec, Pavel Vyvlečka, Helena Kilianová, Ivo Machar</i>	150
DIACHRONIC ANALYSIS OF THE LANDSCAPE OF THE DELTAIC SECTOR OF THE NEAJLOV VALLEY <i>Constantin-Răzvan Oprea, Roxana Cuculici, Marian Ene</i>	155
DO AWARENESS AND WORRY ABOUT CLIMATE CHANGE SUPPORT CLIMATE CHANGE ADAPTATION? RESULTS OF A SURVEY CONDUCTED IN ROMANIA <i>Andra Costache, Mihaela Sencovici</i>	160

DONKEY BREEDING AND MILK PRODUCTION IN THE CONTEXT OF THE DEVELOPMENT OF TERRITORY FOR TOURISTIC PURPOSES <i>Francesco Genovese, Giuseppe Altieri, Giuseppe Genovese, Gratiela Dana Boca, Luciano Scarano, Attilio Matera and Giovanni Carlo Di Renzo</i>	164
DYNAMIC RESPONSE OF HERB LAYER SPECIES TO CANOPY GAP EXPANSION IN A CENTRAL EUROPEAN MIXED-SPECIES FOREST <i>Maame Esi Hammond, Radek Pokorny, Michal Friedl, Dastan Bamwesigye</i>	168
EAST SLOVAKIAN LOWLAND RECREATIONAL LANDSCAPE POTENTIAL <i>Ľuboš Jurík, Richard Hanzlík, Jozefína Pokrývková, Tatiana Kaletová, Peter Lukáč</i>	174
ECOLOGICAL EFFECTS OF VINEYARD VEGETATION AND ITS IMPORTANCE FOR TOURISM <i>Jan Winkler, Martin Černý, Erika Hurajová, Radek Punčochář, Jana Stehlíková</i>	179
ENVIRONMENTAL EDUCATION IN ROMANIA - FLOOD RISK <i>Florentina Toma, Diana Marinela Vasile, Jitka Fialová, Daniel Constantin Diaconu</i>	183
EUROPEAN UNION (EU) MANAGEMENT PRACTICES IN NATIONAL PARKS <i>Dastan Bamwesigye, Jitka Fialová, Mazen Mohammed Amer Aldarhe</i>	189
EVALUATION OF THE RECREATIONAL POTENTIAL OF THE TOKAJ MICRO-REGION USING SWOT ANALYSIS <i>Natália Junáková, Martina Zeleňáková, Jozef Junák, Nikola Mihaľová</i>	194
EVALUATION OF THE RISK OF WIND EROSION IN THE PROCESS OF LAND CONSOLIDATION <i>Josef Kucera, Jan Szturc, Jana Podhrázká, Michal Pochop</i>	198
EXAMPLE OF USING PROBABILITY CALCULATION IN WATER MANAGEMENT <i>Miloslav Šlezinger</i>	202
FLOWER MEADOWS AS A POSITIVE FACTOR INFLUENCING THE INCREASE AND PROTECTION OF BIODIVERSITY IN THE URBAN LANDSCAPE <i>Anna Pástorová, Zdenka Rózová</i>	205
FOREST ECOSYSTEMS SERVICES IN THE FACE OF COVID-9 PANDEMIC STRESS <i>Dastan Bamwesigye</i>	209
FOREST GOVERNANCE IN AFRICA; FOREST PROPERTY RIGHTS IN UGANDA <i>Dastan Bamwesigye, Maame Esi Hammond</i>	214
FRAGMENTS OF NATURE WITHIN URBANIZATION <i>Michaela Talpová, Karla Háva, Martina Vařechová, Vítězslava Hlavinková, David Brandejs</i>	218
FRUIT TREES IN PUBLIC OPEN SPACES <i>Mária Bihuňová, Timea Antalová, Beata Fornal-Pienak</i>	222
GASTRONOMIC TOURISM IN YAKUTIA AND ITS ROLE IN PROMOTING THE POSITIVE IMAGE OF THE REGION <i>Borisova Isabella</i>	227
GRASS STRIPS IN THE LANDSCAPE OF THE CZECH REPUBLIC <i>Petr Karásek, Jiří Kapička</i>	231
GREENERY, WATER BODIES AND UNCONTROLLED LANDFILLS IN THE URBAN LANDSCAPE AS AN INTANGIBLE ASSET <i>Daniel Kliment, Monika Doležalová, Milada Komosná</i>	236

HERITAGE, CHANGE AND CONSEQUENCES FOR RECREATION: LANDSCAPE DEVELOPMENT IN CZECHIA DURING THE LAST 100 YEARS <i>Tomáš Janík, Lucie Kupková</i>	241
HISTORICAL FERRY LOCATIONS - POTENTIAL FOR INCREASING THE TOURIST ATTRACTIVENESS OF THE RURAL AREAS? <i>Ivo Dostál, Marek Havlíček</i> ,	245
HISTORICAL WAYS OF COPPICE MANAGEMENT AS A MODERN WAY TO A COLOURFUL LANDSCAPE? <i>Barbora Uherková, Zdeněk Adamec, Michal Friedl, Jan Kadavý, Michal Kneifl, Robert Knott, Aleš Kučera, Ladislav Holík</i>	251
CHANGES IN HABITAT TYPES AND ECOTOURISM POTENTIAL IN THE MARAMURES MOUNTAINS NATURAL PARK <i>Ancuța-Olimpia Ciocănel, Vasile-Gabriel Dascălu, Radu-Daniel Pintilii</i>	256
IMAGES OF NORTHERN CITIES BASED ON LITERARY MAPPING OF THE WORKS OF RESEARCHERS OF THE FAR NORTH <i>Irena Khokholova, Viktorya Filippova</i>	262
IMPACT OF SOCIAL MEDIA AND MODERN IT APPLICATIONS ON VISITOR NUMBERS IN PROTECTED LANDSCAPE AREAS – CASE STUDIES FROM POPULAR PLACES IN PLA BESKYDY <i>Marek Banaš, David Zahradník, František Gregor Miroslav Zeidler</i>	266
IMPROVEMENT OF THE RECREATIONAL POTENTIAL OF RIVERBANK LABOREC IN HUMENNÉ <i>Martina Verešová, Tatiana Vaškovičová</i>	271
INFLUENCE OF SINGLETRAILS ON WILDLIFE DISTRIBUTION IN THE TOURIST ATTRACTIVE AREA OF MARIÁNSKÉ ÚDOLÍ (BRNO) <i>Jakub Drimaj, Ondřej Mikulka, Jiří Kamler, Radim Plhal, Miloslav Homolka</i>	277
INTERACTION OF CHANGES IN PLANT PHENOLOGY WITH LEISURE ACTIVITY OF BEEKEEPING <i>Eva Stehnová, Hana Středová, Tomáš Středa</i>	281
IRRIGATIONS AS A PART OF THE REDISCOVERED INDUSTRIAL HERITAGE OF THE CZECH REPUBLIC: IDENTIFICATION, DOCUMENTATION, AND POPULARIZATION <i>Hana Hudcová, Miloš Rozkošný, Zbyněk Kulhavý, Igor Pelíšek, Miriam Dzuráková, David Honek, Martin Caletka</i>	285
LITERARY HERITAGE OF V.T. SHALAMOV: DEVELOPMENT OF A TOUR ROUTE IN THE FOOTSTEPS OF THE GULAG MEMORY <i>Viktorya Filippova Irena Khokholova, Lilya Spektor</i>	289
MANGROVE TRAIL - ECOTOURISM PROSPERITY VS. BIODIVERSITY SUSTAINABILITY <i>Anna Kupec, Petr Kupec</i>	293
MONITORING OF ANTHROPOGENIC AND NATURAL IMPACTS ON THE STATE OF HISTORIC GARDENS: THE LIBOCHOVICE CHATEAU PARK CASE STUDY <i>Miloš Rozkošný, Hana Hudcová, Pavel Sedláček</i>	297
MORTALITY OF SMALL ANIMALS ON SINGLETRAILS IN MARIÁNSKÉ ÚDOLÍ VALLEY (BRNO, CZECH REPUBLIC) <i>Miloslav Homolka, Ondřej Mikulka, Jiří Kamler, Jakub Drimaj, Radim Plhal</i>	301
MULTI-PURPOSE VRANOV NAD DYJÍ WATER RESERVOIR <i>Petra Opletová, Ondřej Ulrich, Jana Svobodová</i>	307

NEW OPPORTUNITIES FOR GEOTOURISM DEVELOPMENT AT GEOARCHEOLOGICAL SITE HOLEDNÁ HILL (BRNO, CZECH REPUBLIC) <i>Lucie Kubalíková, Karel Kirchner, František Kuda</i>	312
NEW SOFT TRENDS IN REGIONAL DEVELOPMENT OF PERIPHERAL REGIONS <i>Karel Schmeidler</i>	317
NEWS ON THE RECODIFICATION OF PUBLIC CONSTRUCTION LAW FROM THE PERSPECTIVE OF RECREATIONAL FACILITIES <i>Alena Kliková</i>	321
NEW TRENDS IN ENVIRONMENTAL EDUCATION – PLAYFUL LEARNING ON THE EDUCATIONAL TRAIL <i>Mariana Jakubisová</i>	324
ONLINE PROMOTION OF SALT RESOURCES. CASE STUDY: TURDA SALT MINE <i>Camelia Teodorescu, Andrei Ducman, Nicoleta Bira, Vasile Pop, Andrada Elena Stoica</i>	329
OPEN-AIR EDUCATIONAL FACILITIES – POSSIBILITY HOW TO USE LOCAL NATURE CONDITIONS FOR INSPIRATION IN EDUCATION <i>Markéta Kupská, Petr Kupec</i>	335
OPINIONS AND PREFERENCES OF SINGLETRAIL USERS – A SUMMARY OF THE RESULTS OF A QUANTITATIVE SURVEY <i>Jana Korečková, Daniel Topinka, Pavel Proksch</i>	339
OPTIMIZATION OF TORRENT CONTROL DESIGN ELEMENTS IN BUILD-UP AREAS OF NATIONAL PARKS <i>Matúš Jakubis</i>	344
PEAR TREES (PYRUS COMMUNIS L.) AS MONUMENTS OF NATURE IN WARSAW PUBLIC SPACES – STATE OF PRESERVATION <i>Kinga Kimic</i>	349
PERCEPTION OF NATURAL ELEMENTS BY PARK USERS IN THE CONTEXT OF PERSONAL SECURITY <i>Kinga Kimic, Paulina Polko</i>	354
PESTICIDES IN THE PUNKVA RIVER <i>Taťána Halešová, Jana Konečná, Marta Václavíková, Petr Karásek, Eva Nováková, Michal Pochop</i>	258
PHOTOGRAMMETRIC SURVEY OF VERNACULAR FARM BUILDINGS FOR PRESERVING THE CULTURAL HERITAGE OF RURAL LANDSCAPES <i>Pietro Picuno</i>	362
PLASTIC RIVER POLLUTION – RISK FOR RECREATIONAL ACTIVITY <i>Diana Marilena Vasile, Emilia Avram, Oana Ristea, Maria Marinescu, Daniel Constantin Diaconu</i>	366
POSSIBILITIES OF INDIVIDUAL RECREATION IN THE DISTRICTS OF NITRA DURING THE COVID-9 PANDEMIC <i>Regina Mišovičová, Henrich Grežo, Zuzana Pucherová, Gabriel Bugár</i>	371
POSSIBILITIES OF USING LASER DIFFRACTION ANALYSIS IN LANDSCAPING AND LANDSCAPE PROTECTION <i>Kateřina Sedláčková, Lenka Ševelová</i>	376
PROPOSAL OF MEASURES IN THE LAND CONSOLIDATION – SMALL POOLS <i>Jan Szturc, Jana Podhrázká, Josef Kučera</i>	381

CONNECTING MARINAS WITH INLAND AREAS FOR ENHANCING THE PUBLIC RECREATION OF RURAL HERITAGES

Zoe Godosi¹, Thomas Papadiotis¹, Antonella Fatone², Pietro Picuno³

¹OMNI.CO Srl Studies - Consulting - Research - Development - Advanced Technologies Company, 73100, Lecce, Italy

²Municipality of Molfetta, 70056, Molfetta, Italy

³School of Agricultural, Forest, Food and Environmental Sciences, University of Basilicata, 85100, Potenza, Italy

Abstract

The connection of touristic ports/marinas with the inland assets of the surrounding area through thematic itineraries, has as its objective the enhancement of heritage and the boosting of the area's image towards outside. As a whole, it is an informative structure of nodal points that represents places full of information, where tourists can discover new sensations, emotions and recreational activities that the area offers. A tourism offer integrated solution could be the basis for a further development of strategies and policies, focused on the implementation of a diversified tourism outcome. It can also trigger growth processes in a sustainable way, through the development of forms of slow tourism focused on the concepts of sustainability, responsibility and eco-compatibility, in the framework of landscape and heritage protection. This paper proposes an overview of some itineraries, reported in a tourism *e-guide*, which link the Regional Ports located in the south Adriatic Sea, to the hinterland, characterized by the presence of valuable environmental, natural and cultural resources. These areas have considerable potential to strengthen the territory on European and international markets, to de-seasonalize the tourist offer and to create economic and employment opportunities.

Key words: Coastal Tourism, Thematic itineraries, Regional Ports, Tourism *e-guide*, Landscape protection, Heritage valorisation.

Introduction

The Mediterranean area is characterized by extraordinary assets connected to its unique internal and coastal environments, with significant potential for tourism development [Statuto & Picuno, 2017]. However, this potential is not fully exploited, while tourist activities on coastal areas are mainly focused on a seasonal “*sun, sea and sand*” approach [Martins et al., 2020]. Nevertheless, there are alternative forms of tourism which could prolong the tourist season, tap new markets and overall provide the essential conditions for regional economic growth [Rochwulaningsih, et al., 2019; Picuno C.A. et al., 2017].

Nautical tourism (NT) is a tourism niche that combines the whole of marine recreation activities in destination shores and ports, by offering facilities and services for dry land tourists, cruisers and yachtsmen. In other words, all the on-shore and off-shore involving activities (Lam Gonzales et al. 2015) - comprising floating, submarine and land infrastructure (Lukovic 2007) with a strong marine component as defined by Lukovic, (Lukovic & Kizielewicz 2013) – is not only limited to the marine factors and equipment, but also involves the cultural conditions, land facilities and environment in the hosting marinas and hinterlands.

NT, constitutes an industry of high added value with strong clientele growth tendencies in the Mediterranean Sea [Kizielewicz, 2012; Picuno C. et al., 2020]. Generally, NT is seasonal; however, if combined properly with other mild tourism activities, it may be prolonged with profound positive impact to local economies [Picuno P., 2016; Olišarová et al., 2018; Statuto et al., 2013]. Despite its high potential, nautical tourism is not sufficiently developed in Europe, and its connection with the assets of the hinterland is often insufficient and underestimated.

In this paper, the results of the REGLPORTS Project, financed by the Interreg Italy-Albania-Montenegro Programme, are reported. The main objectives of this Project are to develop a common model for the smart and sustainable nautical tourism management through integrated development plans, the capitalization of inland's natural and cultural assets aim to diversify tourism products and services, the preservation of environmental sustainability and the use of smart ICT tools that will substantially upgrade the existing tourism facilities and services.

Material and methods

The focus area of the study regards the Italian Regions of Puglia and Molise and the entire territories of the countries Albania and Montenegro.



Fig. 1: Study Area

The Coast of Puglia Region represents today the most important asset of the Apulian tourist offer, both in terms of attractiveness and in terms of access to the territory and connection to the touristic systems of the macro-region, representing one of the major points of strength of the Apulian economy in the perspective dictated by the Blue Economy. The Molise Region is scattered with small towns and picturesque villages, where you can discover the authentic folklore and ancestral traditions that still animate the region today. The Albania is a relatively new tourism destination. Tourism is a strategic sector and the country is trying to grow economically and compete with other countries in the region, having a profile with important resources especially in terms of maritime economy. In Montenegro the NT is one of the fastest growing tourism segments on the Montenegrin part of the Adriatic coast. All the data collected regarding the entire eligible area (Fig 1) were further used for the implementation of the other tools of

In order to improve tourism services and facilities offered, some targeted ICT tools have been developed including: a) the Informative Destination System (IDS); b) the i-Tourist Guide; c) the web-GIS system.

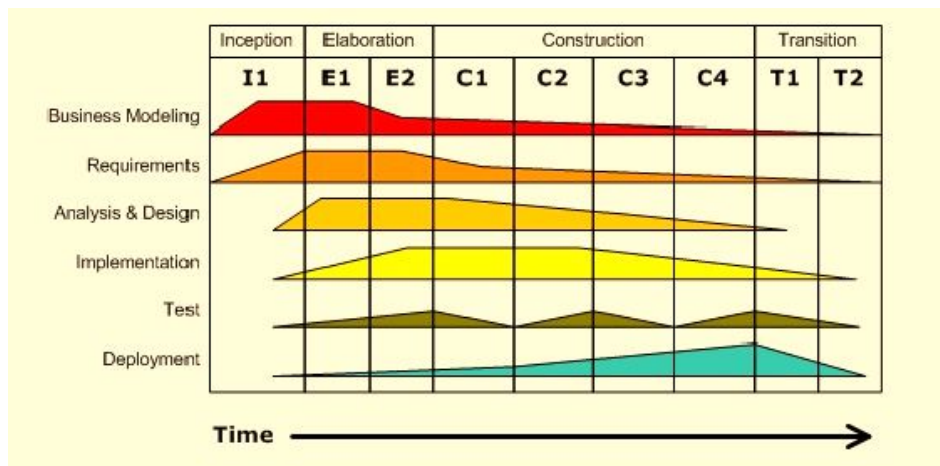


Fig. 1: : Implementation of applications

The implementation of these applications was based on the adoption of the Rational Unified Process (figure 2) in which software development, is divided into four phases and nine core process workflows that define who, what, when and how development will take place. Specifically, the processes are:

Inception: determination of the idea structure and needs of the project,

Elaboration: evaluation and analysis of the requirements and the necessary architecture of the system

Construction: Coding, implementation and testing of the application

Transition: Releasing the software to the public. Adjustments and/or updates are made based on feedback from the end users.

Results

As mentioned above, the results were the implementation of IT tools able to improve tourism services and facilities: These tools are:

The **Informative Destination System (IDS)**. It includes ports' info about construction features, structures, local weather parameters, weather forecast and alerts (figures 3). The system also foresees the access to the online docking system, with Information about on available and reservation of mooring positions and a mooring cost calculation tool

The **i-Tourist Guide** is a smart, stand-alone mobile application, in iOS and Android versions. It indicates the preferences regarding: the place of departure and the final destination, the available time, services required, availability of disabled access, category preferences for thematic routes etc. The system compares them with the information stored in its geodatabase and provides the user with the ideal routes to travel according to the preferences entered, from REGLPORTS marinas to more inland locations (figure 4).



Fig. 3: I Tourist Guide result screen

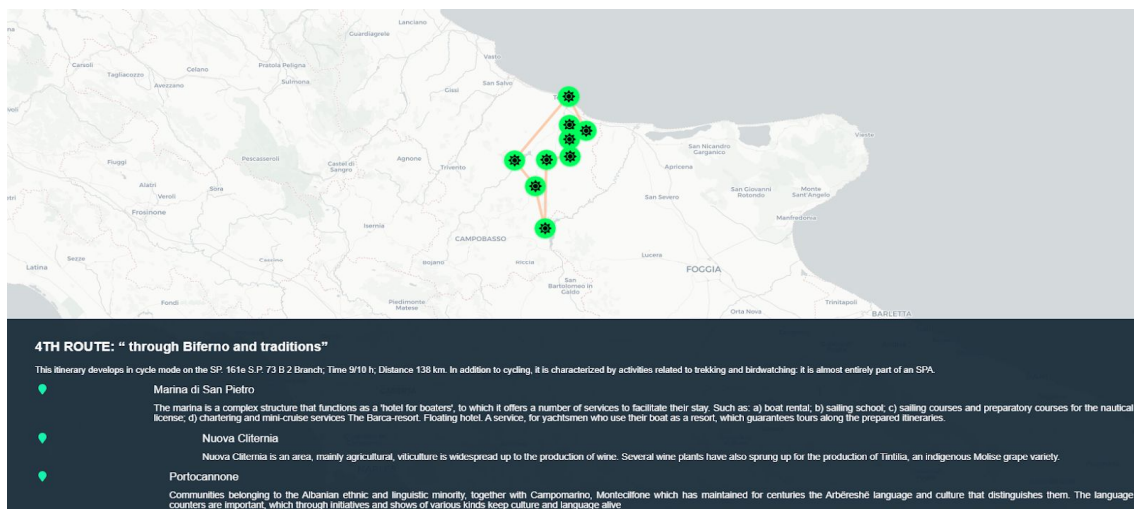


Fig. 4: I-Guide Search Screen

The **WEB GIS** is a user-friendly application which can be used both on smartphone and PC/Mac browsers. The application meets the requirements of security, interface and functionality on multiple platforms and can be used on computers and mobile devices (smartphones, tablets), using responsive design. The system is able to manage, analyze and present spatial and geographical data, while the user is assisted in its use, by information that is displayed on his screen (figure 5).

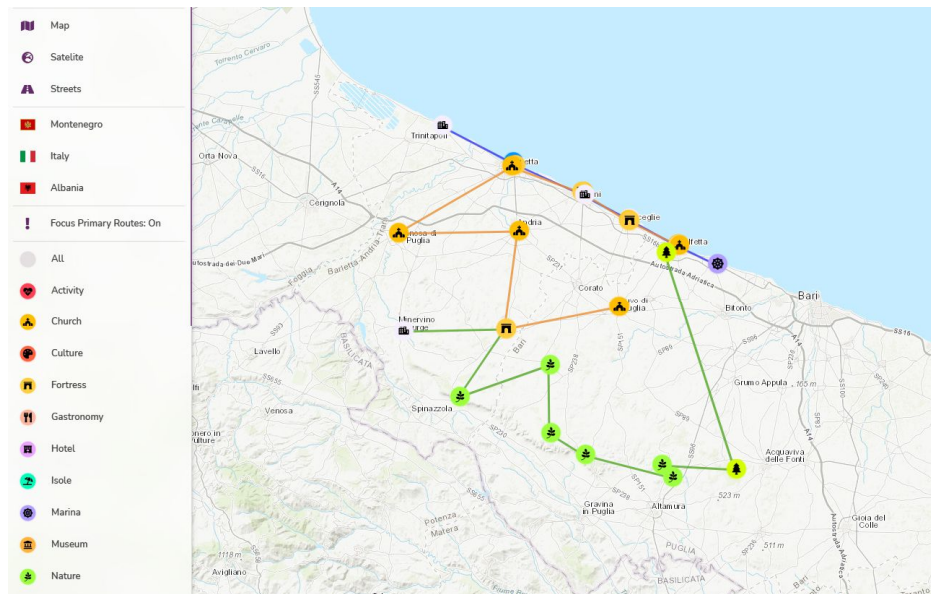


Fig. 5: Web GIS Screen

Discussion

The IT tools implemented have as goal of enhancing smart and sustainable tourism management in the intervention area, through the development of NT and its connection with the mainland. Together with the foreseen development plan it will constitute a holistic framework for tourism development in the entire intervention area. All the Project's main results including the studies, models, tools (IDS, web-based GIS) and applications, could be easily adopted and capitalized on by the local/regional/national stakeholders and public authorities, during and after the end of the Project.

Conclusion

In general, IT solutions play an important role in overcoming the different travel constraints that people face when planning and carrying out a tourist trip. The IT Tools that have been proposed, through their interconnectivity and integration, would constitute an innovative approach in tourism industry, which cannot be successfully tackled by individual national strategies. However, there is a need to further develop of tourist ports and support for shipbuilding as a driving force for pleasure tourism, for nautical charter, for the nautical industry, for the seafaring crafts and sports activities, which can in turn significantly improve the positioning of these territories, hence contributing to a further valorisation of the nautical tourism and public recreation of internal landscapes as well.

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Souhrn

Projekt REGLPORTS identifikuje problém nedostatku holistického přístupu v oblasti cestovního ruchu v povodí Jaderského moře a konkrétněji chybějící spojení mezi námořní turistikou a její integrací na pevninu s kulturou a dědictvím každé příslušné oblasti. Řeší tuto otázku vytvořením sady IT nástrojů, které pracují při připojování přístavů k vnitrozemským památkám. Jedná se o tyto nástroje: a) Informační destinační systém (IDS) pro plánování a správu cest jachtami do přístavů / přístavů; b) i-Tourist Guide, tj. mobilní aplikace pro plánování výletů v rámci Tematických tras implementovaná propojením přístavů REGLPORTS s více místy ve vnitrozemí, na základě uživatelem definovaných kritérií; c) systém web-GIS, tj. interaktivní nástroj pro zaznamenané informace, tematické trasy a data. Jejich implementace je schopna posílit námořní turistiku a synergie s veřejnou rekreací vnitřních krajín.

Contact

Zoe Godosi

E-mail z.godosi@gmail.com

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