

OPEN CROSS-BORDER COMPETITION
FOR THE SELECTION OF AN APPLICANT
WHO WILL MANAGE A TOURISM PRODUCT OF TOFOLA PROJECT

Annex 4
TOFOLA Tourism Products' description

Fund: Interreg Italy-Croatia 2021-2027

Project: TOFOLA - Tourism in the Forest and Green Lagoons of the Adriatic through historical wooden boats (ID ITHR0200352; CUP Centro Consorzi H18G23000020007)

Work Package 3: Activity 3.3: Pilot management of a tourism product

Deliverable D.3.3.1: Open cross-border innovation competition and selection of winner



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1. Tourism Products of itinerary n. 1 “from the forests of Carnia to the Marano Lagoon (Italy)”

The itinerary covers the forests of Carnia, the historical timber-transport routes of the Tagliamento River or the cultural hub of Udine, and the lagoon heritage of Marano Lagunare. For this itinerary, two options are offered. Both options are structured over three consecutive days.

1.1 Tourism Product n. 1.1 “Forest & River Experience”

Responsible partner	Legno Servizi Forestry Cluster FVG (PP3)
Title	Forest & River Experience
Route	Tolmezzo / Ampezzo (Carnia) → Upper Tagliamento Corridor → Marano Lagunare Day 1: Carnia (Tolmezzo, Bosco Flobia, Ampezzo) Day 2: Tagliamento River Corridor & San Daniele del Friuli Day 3: Stella River Navigation & Marano Lagunare
Description	Developed over three consecutive days, this itinerary integrates Alpine forests, river villages, panoramic viewpoints, interpretive segments along the Tagliamento, Serenissima-related storytelling, and lagoon-based cultural and maritime experiences. The three-day experience begins in Carnia, where participants arrive in Tolmezzo or Carnia Station and receive a welcome briefing, e-bikes, and an introduction to the TOFOLA narrative. The first day unfolds between Tolmezzo, Bosco Flobia, and the Upper Tagliamento Valley, combining an e-bike panoramic ride along the valley with a guided forest walk and the “listening to wood” activity. Lunch in a traditional inn and a visit to the Museo Carnico delle Arti Popolari “Gortani”, with its collections of wooden tools, Alpine craftsmanship, and objects of daily life, help connect the mountain environment, forest resource use,



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	<p>and the cultural traditions that shaped the region’s relationship with wood.</p> <p>The second day focuses on the Tagliamento River, presenting its dual significance: historically, as the main timber-floating corridor that supplied logs from mountain forests to the Venetian Arsenal; environmentally, as one of the last free-flowing Alpine rivers in Europe, with a rare braided-channel system studied internationally for its geomorphology and biodiversity. Along the way, the itinerary includes a stop in San Daniele del Friuli, where visitors can discover local food traditions linked to the territory and shaped by the microclimate of the Tagliamento basin. A light tasting or lunch in San Daniele complements the interpretive experience with another layer of territorial identity. The day brings together interpretive stops, viewpoints, and accessible trails along the river corridor, offering visitors an integrated experience that connects landscape, water, forest heritage, and local culture.</p> <p>The third day transitions toward the lagoon. From Palazzolo dello Stella, the group boards on boat to navigate the Stella River, following the historical waterway that once transported timber to the lagoon. Upon arrival in Marano Lagunare, participants explore the Venetian village, visit the MuLa museum, and join the “From Wood to Boat” workshop in a traditional shipyard. The experience concludes with a casoni-based meal in the lagoon and, optionally, an overnight in local eco-friendly accommodation.</p> <p>This option follows the traditional timber-transport corridor used during the Serenissima, where the Tagliamento served as a major route for moving logs from the Alpine forests toward the Venetian Arsenal. The itinerary also showcases the remarkable natural value of the Tagliamento itself, considered one of the last large European rivers still flowing freely without artificial</p>
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	embankments and characterised by a rare braided-channel morphology. This makes the river an international reference point for river ecology, geomorphology, and landscape conservation.
Concept	<p><u>Duration</u>: 3 days (one full day per stage)</p> <p><u>Distance</u>: approx. 60–80 km</p> <p><u>Core focus</u>: Forest & River</p> <p><u>Modes</u>: walk, e-bike, van transfers, boat navigation (Stella River), short lagoon segments</p> <p><u>Difficulty</u>: easy–moderate (accessible forest paths, gentle e-bike sections, flat lagoon areas)</p>

1.2 Tourism Product n. 1.2 “Forest to Lagoon through Venetian Udine”

Responsible partner	Legno Servizi Forestry Cluster FVG (PP3)
Title	Forest to Lagoon through Venetian Udine
Route	<p>Tolmezzo / Ampezzo (Carnia) → Udine → Marano Lagunare</p> <p>Day 1: Carnia (Tolmezzo, Bosco Flobia, Ampezzo)</p> <p>Day 2: Udine (Piazza Libertà → Rogge & historic centre → Museo Etnografico → Reana del Rojale outer canals)</p> <p>Day 3: Stella River Navigation & Marano Lagunare</p>
Description	<p><i>[For Day 1 and Day 3 of the route refer to the previous tourism product 1.1]</i></p> <p>In this alternative option, the second day of the itinerary does not follow the Tagliamento River.</p> <p>Instead, the experience moves from Carnia directly to Udine, where visitors explore the city’s Venetian-influenced architecture, public spaces, and historic water system.</p> <p>The day begins in Piazza Libertà and at the Castle of Udine, with a guided introduction to the city’s relationship with Venice and its network of rogge and canals. A walk through the historic centre</p>



	<p>follows the course of some of these waterways, highlighting how they shaped the urban landscape and supported local life over the centuries. Encounters with artisans or design training centres such as the ITS Legno Arredo provide insight into how wood craftsmanship and contemporary creativity remain central to the city's identity.</p> <p>In the afternoon, the itinerary includes a visit to the Museo Etnografico del Friuli, where collections of wooden tools, musical instruments, and everyday objects reveal the material culture of the region. The day concludes with a Green Urban Tour & e-bike ride along Udine's outer canals and green corridors (Reana del Rojale area), offering a gentle and accessible way to experience the city's landscape, water heritage, and sustainable mobility routes.</p> <p>This option retains the same mountain-to-lagoon narrative linked to the historic Venetian timber route but explores an inland variant centred on Udine's Venetian heritage. The city offers a network of canals and rogge, patrician palaces, and administrative sites that reflect centuries of Venetian influence. After this cultural segment, the journey continues toward Marano, reconnecting with the maritime system that historically integrated inland settlements into the wider economy of the Republic of Venice. Structured across three days, this itinerary connects Alpine forests with Udine's system of Venetian canals, palaces, and cultural sites, before concluding in Marano with experiences tied to the Venetian maritime network.</p>
<p>Concept</p>	<p><u>Duration</u>: 3 days (one full day per stage; and specifically, 2nd day in Udine 6-7hours)</p> <p><u>Distance</u>: approx. 60-80 km (and specifically 2nd day in Udine: ~12-15 km)</p> <p><u>Core focus</u>: Forest, Udine, Lagoon</p>



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	<p><u>Modes</u>: walking tour, urban walk along canals, e-bike ride through outer canals and green corridors</p> <p><u>Difficulty</u>: easy-moderate (flat urban terrain and accessible cycling routes)</p>
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2. Tourism Products of itinerary n. 2 “from the Motovun forest to the Istrian coast (Croatia)”

2.1 Tourism Product n. 2.1 “Forest, Wine & Sea”

Responsible partner	Istrian Development Agency - IDA Ltd. (PP4)
Title	Forest, Wine & Sea
Route	Motovunska šuma → Vižinada (Livade) → Brtonigla → Novigrad, plus an optional Day-4 extension to Savudrija (north of Istrian peninsula) focused on lighthouse and batana heritage.
Description	<p>The route links the Motovun Forest and the Parenzana heritage corridor with curated wine experiences and a coastal heritage finish in Novigrad, with an optional fourth day to Savudrija and the lighthouse area. The concept builds on existing paths, authentic local operators, and small traditional boats where appropriate, so that the product can be delivered with modest set-up effort while keeping a strong local identity.</p> <p>The product is a guided multi-day e-bike/quad/walk/organized transfer itinerary that connects inner Istria with the coast through three complementary storylines: forest and landscape, wine and gastronomy, and maritime heritage of Istria in the era of Venetian Republic. The core route runs through the key points Motovun → Vižinada → Brtonigla → Novigrad over three days, with an optional fourth day that continues along the shoreline to Savudrija and the lighthouse area. Guests ride e-bikes on existing roads and on sections of the former Parenzana railway line, make short interpretive walks at selected viewpoints and nature sites, and join pre-booked tastings at wineries. In Novigrad, the visitor experience focuses on local shipbuilding and fishing heritage, with the possibility of a short traditional boat ride in the harbour when conditions allow.</p>





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Concept	<p><u>Duration:</u> Core 3-day + optional Day-4</p> <p><u>Core focus:</u> Forest, Wine & Sea</p> <p><u>Modes:</u> A guided 3-4 day core-route with short walks, e-bikes and car transfer and two structured tastings, plus an optional Day-4 extension</p> <p><u>Difficulty:</u> light activity</p> <p><u>Reference group:</u> The tour is designed for small groups of 8–15 pax</p>
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3. Tourism Products of itinerary n. 3 “from the lowland forests to the Caorle Lagoon (Italy)”

3.1 Tourism Product n. 3.1 “The Livenza Route: from the lowland forests to the Vallev ecchia Nature Reserve”

Responsible partner	Veneto Region’s Agency for the innovation In the Primary Sector - Veneto Agricoltura (PP2)
Title	The Livenza Route: from the lowland forests to the Vallev ecchia Nature Reserve
Route	San Stino → Oasi di Vallev ecchia → San Stino
Description	<p>The itinerary can be completed using either conventional bicycles or e-bikes. It extends for approximately 105 km along cycle paths and secondary roads, forming a circular route that returns to the starting point. The route has been designed to connect a series of natural-environmental and historical-cultural sites that are particularly suitable for developing the themes promoted by the TOFOLA project. At each site corresponding to key points of interest along the route, the presence of a specialised cultural operator (environmental guide, tour guide, etc.) is important in order to enhance the overall quality of the experience.</p> <p>The itinerary can also be completed using handbikes considering that the route runs along cycle paths and partly along low-traffic secondary roads, thus ensuring a smooth and even surface. The only sections featuring uneven terrain are those through the lowland forests and the Vallev ecchia Nature Reserve. In these cases, the most suitable vehicle would be an electric 4x4 wheelchair.</p> <p>The itinerary is to some extent flexible, as users may personalise it by choosing alternative route variations that allow them to reach additional points of interest or access specific services (wine tastings, catering based on local products, etc.).</p>



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	<p>The itinerary starts in San Stino di Livenza. On the first day, visits are scheduled to the Bandiziol Wood, the historic centre of San Stino, the Landscape Museum of Torre di Mosto, and the Lame Wood of Concordia Sagittaria. The first day concludes in Brussa (a hamlet of Caorle), where overnight accommodation is planned at one of the local hospitality facilities.</p> <p>On the second day, the programme includes a cycling visit to the Vallevicchia Nature Reserve, which also hosts the Veneto Agricoltura Experimental Centre. From the pier near the Centre, participants board a boat for a guided visit to the Caorle lagoon, an environmental context of outstanding interest. From the Falconera pier, the itinerary continues along the Livenza River until returning to San Stino, with possible stops at cultural sites or for food and wine experiences.</p>
<p>Concept</p>	<p><u>Duration</u>: 2 days <u>Distance</u>: ~105 km <u>Core focus</u>: cycle tourism <u>Modes</u>: bike, e-bike, boat ride <u>Difficulty</u>: easy (flat route) <u>Reference group</u>: Mainly addressed to small organised groups (maximum 20-25 participants). The itinerary could also be done by singles or smaller groups.</p>



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4. Tourism Products of itinerary n. 4 “from the lowland forests to the Po Delta (Italy)”

For the 4th itinerary, three linear "day-trip" tourism products are proposed in the Veneto area of the Po Delta starting from the planar forests, specifically from Bosco di Carpenedo (VE). Each itinerary combines short walks and e-bike rides, with a section on historic boats where provided, interpreting the natural and maritime heritage of the Serenissima and enhancing the green re-engineering of historic boats by LAGUNA Snc.

All three proposed routes start from the same Starting Point: Bosco di Carpenedo. In Carpenedo there were several wooded areas as early as 1300; also represented on a Habsburg map of 1820, they were white hornbeam woods, hence the toponym, present in the current urban area of Mestre. The Bosco di Carpenedo, the last relic to have reached us, today consists of about 10 hectares, the remains of the ancient oak-hornbeam forest that originally covered the Venetian hinterland (Habsburg map of 1820).

4.1 Tourism Product n. 4.1 “Dunes, Salt Marshes and Shipyards”

Responsible partner	LAGUNA S.N.C. of Azzalin Celestino C. (PP8)
Title	Dunes, Salt Marshes and Shipyards
Route	Bosco di Carpenedo (Mestre, VE) → Bosco Nordio (Sant'Anna di Chioggia) → Rosolina Mare → Porto Caleri Botanical Garden → lagoon embankments → Porto Levante (LAGUNA Snc)
Description	The journey begins at Bosco di Carpenedo, where the ancient oak-hornbeam forest tells the story of the Venetian hinterland's original landscape. This historical starting point connects urban Mestre to the natural heritage of the region. The transfer southward to Bosco Nordio (approximately 30 km) follows cycling routes through the Venetian countryside, crossing agricultural landscapes and approaching the coastal zone. At Bosco Nordio, visitors enter an "open-air classroom" where the last remnant of coastal planar forest narrates landscape evolution: holm oak groves, relict pine forests, Mediterranean



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	<p>undergrowth, and traces of ancient inland dunes. The transfer toward Rosolina Mare reveals the geometry of embankments and the relationship between fresh and brackish water. At Porto Caleri Botanical Garden, boardwalks cut through three sequential environments — backdune forest, active dune, and salt marsh — observing glassworts, sea lilies, sea lavender and, in season, waders and terns. Along the fishponds and lagoon canals, one reads the map of shallow waters and currents. Arrival at Porto Levante: at LAGUNA Snc (PP8), the shipyard becomes a laboratory on "green" restoration of historic boats (batane, bragozzi), focusing on electric auxiliary systems, low-emission wood treatment, propeller-motor coupling, and recharging cycle management; brief demonstration outing with basic maneuvers and safety.</p>
<p>Concept</p>	<p><u>Distance</u>: ~65–75 km <u>Duration</u>: 9–10 hours <u>Core focus</u>: Dunes, salt marshes, LAGUNA shipyard <u>Modes</u>: e-bike + walk + historic boat outing (final) <u>Difficulty</u>: easy–moderate (plains; embankment sections) <u>Reference group</u>: up to 15 participants</p>

4.2 Tourism Product n. 4.2 “Reclamation, Archaeology and Valliculture”

<p>Responsible partner</p>	<p>LAGUNA S.N.C. of Azzalin Celestino C. (PP8)</p>
<p>Title</p>	<p>Reclamation, Archaeology and Valliculture</p>
<p>Route</p>	<p>Bosco di Carpenedo (Mestre, VE) → Bosco di Ca' Cappello (Porto Viro) → San Basilio → Ca' Vendramin Reclamation Museum → valleys/embankments Porto Viro → Sacca degli Scardovari</p>
<p>Description</p>	<p>Starting from Bosco di Carpenedo, the ancient oak-hornbeam forest of the Venetian mainland, the itinerary moves southward through approximately 35 km of reclaimed agricultural lands toward the Po Delta proper.</p>



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	<p>At Bosco di Ca' Cappello, the planar matrix of the Delta is introduced: hydromorphic soil, elms and willows, ecological corridors linking canals and reclaimed fields. The ride toward San Basilio is an open-air atlas: casoni (traditional fishing huts), minor pump stations, embankment roads, and the agricultural grid that redesigned the water. At San Basilio, Roman and medieval layers emerge, explaining how lagoon traffic linked the hinterland to the Serenissima. At Ca' Vendramin Reclamation Museum, one enters the hear of great hydraulic engineering: pumps, valves, alternators, with interpretation of environmental impacts and climate adaptation solutions. The valley front of Porto Viro introduces traditional techniques (small embankments, sluices, locks) and modern sustainable valliculture practices. In Sacca degli Scardovari, boarding a traditional boat allows an educational circuit among nurseries and palisades: safe routes on shallow waters, "low-wake" best practices, principles of electric hybridization applicable to the local fleet, and responsible consumption management.</p>
<p>Concept</p>	<p><u>Distance</u>: ~70–80 km <u>Duration</u>: 10–11 hours <u>Core focus</u>: Reclamation, archaeology, valliculture <u>Modes</u>: e-bike + walk + heritage navigation (on-site) <u>Difficulty</u>: easy–moderate (embankments and white roads) <u>Reference group</u>: up to 15 participants</p>

4.3 Tourism Product n. 4.3 “Reeds, Sandbanks and Po River Mouths”

<p>Responsible partner</p>	<p>LAGUNA S.N.C. of Azzalin Celestino C. (PP8)</p>
<p>Title</p>	<p>Reeds, Sandbanks and Po River Mouths</p>
<p>Route</p>	<p>Bosco di Carpenedo (Mestre, VE) → Bosco di Ca' Mello (Isola della Donzella) → Porto Barricata → Scanno Boa → Boccasette</p>



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<p>Description</p>	<p>From Bosco di Carpenedo, the journey traverses approximately 40 km southeastward through the reclaimed lands and agricultural plains toward the active Delta environment. Bosco di Ca' Mello opens onto a wetland mosaic: Phragmites reed beds, willow groves, water pools, and riparian birdlife. The contiguous progression along the embankments of Isola della Donzella guides through fish ponds and locks, with stops to interpret the currents of the Tolle branch and the balance between sediments and tides. At Porto Barricata, boarding a traditional boat is a threshold passage: from the canal network one exits toward Scanno Boa, a sand tongue sculpted by wind and waves, where salt marshes, mudflats, and pioneer vegetation stabilizing the dune ridges are observed. The final stretch toward Boccasette unfolds between boardwalks and coastal dunes: sensitive habitats with clear use rules (obligatory paths, short stops, respect for bird breeding seasons). The closing on a natural beach restores the sense of the "living" Delta: a system that moves, recreates itself, and imposes slow rhythms. Possible subsequent technical module (linear, on northern embankments) to reach Porto Levante and explore, at LAGUNA Snc, components, materials, and safety protocols for electrified refits.</p>
<p>Concept</p>	<p><u>Distance</u>: ~60–70 km <u>Duration</u>: 9–10 hours <u>Core focus</u>: Reeds, sandbanks, Po mouths <u>Modes</u>: e-bike + walk + traditional boat section (central) <u>Difficulty</u>: easy (plains; attention to wind/tides) <u>Reference group</u>: up to 15 participants</p>

