



**Adriatic IPA**

Cross Border Cooperation 2007-2013



**ADRISTORICAL LANDS**

**PILOT INQUIRY FOR EVALUATION OF DATA ON HISTORICAL SITES  
AND MONUMENTS FOR TOURIST PURPOSES**

|                        |                     |
|------------------------|---------------------|
| <b>STRUCTURE NAME</b>  | CASTRUM MOGORJELO   |
| <b>PLACE</b>           | MOGORJELO, CAPLJINA |
| <b>COMPLETION DATE</b> | 22/06/11            |

**MONUMENT OR SITE**

|                              |                                   |
|------------------------------|-----------------------------------|
| <b>MONUMENT OR SITE NAME</b> | CASTRUM MOGORJELO                 |
| <b>ADDRESS</b>               | MOGORJELO                         |
| <b>PLACE</b>                 | CAPLJINA                          |
| <b>CANTON</b>                | HERZEGOVINA--NERETVA CANTON – HNK |
| <b>TELEPHONE</b>             | +387 036 807 235                  |
| <b>FAX</b>                   | +387 036 807 235                  |
| <b>MOBILE TELEPHONE</b>      | +387 063 357 231                  |
| <b>http://</b>               | <b>Email:</b>                     |
| <b>RESPONSIBLE PERSON</b>    | MATE DRAGICEVIC                   |

**PROPERTY**

|                         |               |
|-------------------------|---------------|
| <b>OWNER'S NAME</b>     | <b>STATE</b>  |
| <b>ADDRESS</b>          |               |
| <b>PLACE</b>            |               |
| <b>CANTON</b>           |               |
| <b>TELEPHONE</b>        |               |
| <b>FAX</b>              |               |
| <b>MOBILE TELEPHONE</b> |               |
| <b>http://</b>          | <b>Email:</b> |

**OWNERSHIP OR LEADING COMPANY**

|                           |                          |
|---------------------------|--------------------------|
| <b>COMPANY NAME</b>       | RESTAURANT VILLA RUSTICA |
| <b>ADDRESS</b>            |                          |
| <b>PLACE</b>              |                          |
| <b>CANTON</b>             |                          |
| <b>TELEPHONE</b>          | +387 036 807 235         |
| <b>FAX</b>                | +387 036 807 235         |
| <b>MOBILE</b>             | +387 063 357 231         |
| <b>E-MAIL</b>             |                          |
| <b>RESPONSIBLE PERSON</b> | MATE DRAGICEVIC          |
| <b>MOBILE TELEPHONE</b>   | +387 063 357 231         |

## HISTORICAL AND ARTISTIC STRUCTURE DESCRIPTION SHEET

### MAIN STRUCTURE

|                             |                            |
|-----------------------------|----------------------------|
| <b>YEAR OF CONSTRUCTION</b> | 1 <sup>ST</sup> CENTURY AD |
| <b>ARCHITECTURAL STYLE</b>  | ROMAN                      |
| <b>ARCHITECT/S</b>          | --                         |
| <b>CLIENT</b>               | --                         |

### OTHER STRUCTURES (chapel, small church, hunting lodge etc.)

| Structure type           | Year        | Description of age and style | Architect/s |
|--------------------------|-------------|------------------------------|-------------|
| <b>RESTAURANT</b>        | <b>1903</b> | MODERN                       | -           |
| <b>HORSE RIDING CLUB</b> | <b>2001</b> | MODERN                       | -           |
| <b>SOUVENIR SHOP</b>     | <b>2001</b> | MODERN                       | -           |
|                          |             |                              |             |
|                          |             |                              |             |
|                          |             |                              |             |

| Upgrades/Repairs | Year | Client | Architect/s |
|------------------|------|--------|-------------|
|                  |      |        |             |
|                  |      |        |             |
|                  |      |        |             |

**MAIN STRUCTURE INTERIOR**

| Age and primary architectural style | Description            | Architect/s |
|-------------------------------------|------------------------|-------------|
| ROMAN, 1 <sup>ST</sup> CENTURY      | ROMAN MILITARY CASTRUM | -           |

| Upgrades/Repairs | Client | Architect/s |
|------------------|--------|-------------|
|                  |        |             |
|                  |        |             |

**Important painting and frescoes**

| Author | Period/Year | School | Origin | Client |
|--------|-------------|--------|--------|--------|
|        |             |        |        |        |
|        |             |        |        |        |

**Furniture** (E.g. tables, mirrors, carpets etc.)

| Author | Period/Year | School | Origin | Client |
|--------|-------------|--------|--------|--------|
|        |             |        | LOCAL  |        |

**Art objects** (E.g. porcelain, statues, etc.)

| Author | Period/Year | School | Origin | Client |
|--------|-------------|--------|--------|--------|
|        |             |        |        |        |
|        |             |        |        |        |

**Interesting collections** (E.g. books, porcelain, paintings, weapons, etc.)

| Author | Period/Year | School | Origin | Client |
|--------|-------------|--------|--------|--------|
|        |             |        |        |        |
|        |             |        |        |        |

**Historical and artistic description of the main and secondary structures**

|       |
|-------|
| ..... |
| ..... |
| ..... |

**Where is the structure?**

|             |                                     |
|-------------|-------------------------------------|
| City        | <input type="checkbox"/>            |
| Field       | <input checked="" type="checkbox"/> |
| Hill/Forest | <input type="checkbox"/>            |

|                                |   |
|--------------------------------|---|
| Seaside                        | <input type="checkbox"/>  |
| Lake                           | <input type="checkbox"/>  |
| Other: PORED RIJEKE            |   |
| Distance from highway:         | km. 5 m. _____  |
| Distance from railway station: | km. 1 m. _____  |
| Distance from airport:         | Airport MOSTAR km 10<br>Airport DUBROVNIK km 110<br>Airport ..... km .... |
| Distance from bus station:     | km. 1 m. _____  |



EVALUATION SHEET FOR OFFERED SERVICES ASIDE STRUCTURE

SECTION I – MUSEUM STRUCTURE

MANAGEMENT/SERVICES/CHARACTERISTICS OF SERVICES

1. Owner manages directly all the activities within the structure (events, visits etc.)?

YES  NO X

If not, who manages activities (company, agency, manager etc.)

VILLA RUSTICA.....

1bis. In case there are different services within the structure (visits, restaurant, souvenir shop etc.) is everything managed by the same person/company?

X Same company

Different companies

Bookshop \_\_\_\_\_

Congress Center \_\_\_\_\_

Bar \_\_\_\_\_

Restaurant \_\_\_\_\_

Visits \_\_\_\_\_

Exhibition organization \_\_\_\_\_

Cultural events \_\_\_\_\_

Other \_\_\_\_\_

2. What are the areas open to the public?

Only garden/outdoor Area open to the public \_\_\_\_\_ m<sup>2</sup> out of \_\_\_\_\_ m<sup>2</sup>

Only interior No. \_\_\_ premises open to the public, i.e. \_\_\_ m<sup>2</sup> out of \_\_\_\_\_ m<sup>2</sup>

X Outdoor and indoor part

3. Organization of visits

Exterior

X free visit  obligatory path/direction

only with a guide  only with a companion

Interior

X free visit  obligatory path/direction

only with a guide  only with a companion

4. Entrance

Exterior

X Free of charge

Paid

Adults: € \_\_\_\_\_

Estimated reductions

groups € \_\_\_\_\_

specific tickets € \_\_\_\_\_

children € \_\_\_\_\_

school children € \_\_\_\_\_

students € \_\_\_\_\_  
 other: \_\_\_\_\_ € \_\_\_\_\_

**Interior**

X Free of charge  
 Paid

Adults: € \_\_\_\_\_

**Estimated reductions**

groups € \_\_\_\_\_  
 specific tickets € \_\_\_\_\_  
 children € \_\_\_\_\_  
 school children € \_\_\_\_\_  
 students € \_\_\_\_\_  
 other: \_\_\_\_\_ € \_\_\_\_\_

**5. How many visitors per year?**

Total 30.000

Total to pay \_\_\_\_\_

**6. Are the visits related to specific events on the site, within structure or nearby?**

YES X

NO

**6bis. If yes, to which one? (E.g. festival, exhibition, fair, etc.)**

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CARNIVAL CAPLJINA, FOLKLORE, SUMMER IN MOGORJELO



**EVALUATION SHEET FOR OFFERED SERVICES ASIDE STRUCTURE**

**SECTION II – CATERING ORGANIZATION**

**1. Structure offers the catering service of the following type:**

- hotel
- bed & breakfast
- agri-tourism
- apartment
- rooms
- other: AGROTURIZAM

**2. Owner of the structure manages directly all activities within structure?**

YES  NO

If not, who manages the other activities?

\_\_\_\_\_

**2bis. In case there are different activities is everything managed by one or more companies?**

Only one company

More companies

Catering \_\_\_\_\_

Restaurant \_\_\_\_\_

Congress Center \_\_\_\_\_

Facilities for private events (E.g. Wedding Salon, etc.) \_\_\_\_\_

Health center \_\_\_\_\_

Other: \_\_\_\_\_

**3. Approximately, how many guest and how many nights a year?**

Guests \_\_\_\_\_ Nights \_\_\_\_\_

**4. Technical Data**

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| <b>No. of rooms</b>  |  |  | <b>No. of beds</b>                                       |  |  |
| <b>Restaurant</b>  |  | YES <input type="checkbox"/> NO <input type="checkbox"/> | <b>Pool</b>  |  | YES <input type="checkbox"/> NO <input type="checkbox"/> |
| <b>Heating</b>   | YES <input type="checkbox"/> NO <input type="checkbox"/> | <b>Air-condition</b>                                     | YES <input type="checkbox"/> NO <input type="checkbox"/> | <b>Lift</b>  | YES <input type="checkbox"/> NO <input type="checkbox"/> |
| <b>Service for disabled (e.g. facilitated access, lift etc.)</b> | YES <input type="checkbox"/> NO <input type="checkbox"/> | <b>Hygiene services for disabled</b>                     |  | YES <input type="checkbox"/> NO <input type="checkbox"/> |  |

EVALUATION SHEET FOR OFFERED SERVICES ASIDE STRUCTURE

SECTION III – RESTAURANT ORGANIZATION

1. Owner directly manages the restaurant?

YES

NO

If not, who manages the restaurant? **VILLA RUSTICA** \_\_\_\_\_

2. What is the maximum number of guests? **230** \_\_\_\_\_

3. What is the maximum number of guests in the largest room? **70** \_\_\_\_\_

4. Number of guests in rooms:

Room 1 pax **70** \_\_\_\_\_

Room 2 pax \_\_\_\_\_

Room 3 pax \_\_\_\_\_

Room 4 pax \_\_\_\_\_

Room 5 pax \_\_\_\_\_

Other: \_\_\_\_\_

5. Are there any outdoor seats?

YES

NO

If yes, what type and how many? **COVERED AND UNCOVERED**

6. Which type of cuisine is offered:

Typical local cuisine

Do you have a special meal by which you are famous?

LOCAL SPECIALTIES \_\_\_\_\_

International cuisine

Pizzeria

Other: \_\_\_\_\_

7. Is it possible to pay by a credit card?

YES

NO

If yes, which one?

VISA

American Express

MasterCard

Other: \_\_\_\_\_

7bis. What is the average price of meal? (Indicate one price as an average across all types of food)  
€ \_\_\_\_\_

8. Seasons

Restaurant is open all year round?

If not, indicate the months in which it is closed **WHOLE YEAR** \_\_\_\_\_

9. Holidays -

10. Do you organize more than the restaurant services, perhaps in cooperation with other regional actors?

YES  NO

10bis. If yes, what?

Tasting of typical products

Thematic evenings



EVALUATION SHEET FOR OFFERED SERVICES ASIDE STRUCTURE

SECTION IV – CONGRESS CENTER

1. How many conference and meeting rooms the structure possesses? \_\_\_\_\_

2. What is the maximum number of guests? \_\_\_\_\_

3. What is the maximum number of guests in the largest room? \_\_\_\_\_

4. What is the maximum number of guests in rooms:

Room 1 pax \_\_\_\_\_

Room 2 pax \_\_\_\_\_

Room 3 pax \_\_\_\_\_

Room 4 pax \_\_\_\_\_

Room 5 pax \_\_\_\_\_

Other: \_\_\_\_\_

5. Is there a possibility of organizing a meeting in the outdoor part of the structure?

YES

NO

If yes, how?

➤ Covered part? \_\_\_\_\_ Maximum seats? \_\_\_\_\_

➤ In garden/park? \_\_\_\_\_ Maximum seats? \_\_\_\_\_

6. Approximately, how many meetings do you host annually? \_\_\_\_\_

7. What type of event do you usually host?

➤ Congress (scientific, cultural etc.) \_\_\_\_\_%

➤ Economic meetings \_\_\_\_\_%

➤ Workshop \_\_\_\_\_%

➤ Incentive \_\_\_\_\_%

➤ Product presentations/fairs \_\_\_\_\_%

➤ Weddings and similar \_\_\_\_\_%

➤ Gala dinners (independent from other meetings within the same structure) \_\_\_\_\_%

➤ Theatre performances, concerts etc. \_\_\_\_\_%

➤ Exhibition \_\_\_\_\_%

➤ Other: \_\_\_\_\_%

8. Structure has an indoor restaurant?

YES

NO

If yes, what is the maximum number of guests? \_\_\_\_\_

9. Approximately, how much the restaurant depend upon:

Congress/convention/meeting \_\_\_\_\_%

Wedding/gala dinners \_\_\_\_\_%

10. If there is no indoor restaurant, do you have cooperation with the outdoor restaurant or catering structure?

YES

NO

Cooperation with one restaurant

Cooperation with several restaurants

11. What is the average price for an event (without the restaurant prices)

➤ Congress/convention \_\_\_\_\_ €

➤ Meeting/Briefing \_\_\_\_\_ €

➤ Wedding and similar \_\_\_\_\_ €



**EVALUATION SHEET FOR OFFERED SERVICES ASIDE STRUCTURE**

**SECTION V – TERRITORY**

**1. What are the most important historical memories on the territory?**

| Manifestation name | Period | Place | Responsible for organization (Tel. etc.) |
|--------------------|--------|-------|--|
|                    |        |       |  |
|                    |        |       |  |
|                    |        |       |  |

**2. Do they have a positive impact on the structure and why?**

YES

NO  \_\_\_\_\_

**3. What are the most important active markets on the territory?**

| Manifestation name | Period | Place | Responsible for organization (Tel. etc.) |
|--------------------|--------|-------|--|
|                    |        |       |  |
|                    |        |       |  |
|                    |        |       |  |

**1. Do they have a positive impact on the structure and why?**

YES  \_\_\_\_\_

NO  \_\_\_\_\_

**2. What are the most important laboratories of handicrafts on the territory?**

| Manifestation name | Period | Place | Responsible for organization (Tel. etc.) |
|--------------------|--------|-------|--|
|                    |        |       |  |
|                    |        |       |  |
|                    |        |       |  |

**1. Do they have a positive impact on the structure and why?**

YES

NO  \_\_\_\_\_

**2. What are the most important international manifestation and why? (Eno-gastronomic, cultural, religious etc.)?**

| Manifestation name | Period | Place | Responsible for organization (Tel. etc.) |
|--------------------|--------|-------|--|
|                    |        |       |  |
|                    |        |       |  |
|                    |        |       |  |
|                    |        |       |  |
|                    |        |       |  |

**1. Do they have a positive impact on the structure and why?**

YES  \_\_\_\_\_

NO  \_\_\_\_\_

**2. Other things you would like to highlight in relation to activities:**

|  |
|--|
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |

**STRUCTURE STRENGTHS**

**What is the most significant reason why you are proffered by customers over other structures?** (Maximum two responses: with 1 mark the most important one, with 2 secondary)

- Originality of the structure 1
- Because it is related to specific time or specific person
- Because of the perfect conservation of the structure
- Because of the attractiveness of the zone within the complex
- (Structure is in the similar preserved environment that offers different attractions)
- Because it is linked to other important activities on the territory (rural, Eno-gastronomy etc.)
- Position (it is easy to get to the structure from the main arteries, ports, airports, etc.)
- Because of the catering quality
- Because of the restoration quality 2
- Other: \_\_\_\_\_

**Is the structure in the Network?**

YES       NO

**If yes, which type?**

X Catering (E.g. Relais & Chateaux, etc.)      Which? \_\_\_\_\_

**How much impact the Network has over your business?**

- almost nothing
- small
- moderate
- fairly
- much

X Historical structure  
Which?

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**How much impact the Network has over your business?**

- almost nothing
- small
- moderate
- fairly
- much

X Promotions (E.g. Member of the network for promotion of local tourism attractions)  
Which? WINE ROUTE OF HERZEGOVINA

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**How much impact the Network has on guests of the structure?**

- X almost nothing
- small
- moderate
- fairly
- much

**Other things you would like to highlight in relation to activities:**

HORSE RIDING CLUB. EXCURSIONS AND HORSEBACK RIDING. HORSE RIDING FREE OF CHARGE AND ACTIVITIES WITH HORSES FOR CHILDREN WITH SPECIAL NEEDS.

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