ArTVision+ "Enhancing touristic development and promotion through prism of culture"

Priority Axis: Environment and cultural heritage
3.1 - Make natural and cultural heritage a leverage for sustainable and more
balanced territorial development

D3.2.1 - Design of IT Platform

WP3 - Destination promotion concept
A 3.2. IT Platform

SEPTEMBER 2018

LP- PRIMORJE-GORSKI KOTAR COUNTY

Final version
Public document

In Application form, as part of WP3- Destination promotion concept and activity 3.2. IT Platform, deliverable D3.2.1 - Design of IT Platform is defined as:

"D3.2.1 - Design of IT Platform – the elaboration of the IT platform will be given to an external expert, and it will be based on two principal functions: The first function - the promotion of the destination - in fact it represents an interactive map of the cross-border area, where artists and producers of all cultural contents can and are absolutely free (free of charge) to present each destination through their work and experience. Second function - part of the IT platform will be used as a basic tool for communication between artists (producers of cultural content) and organizers of cultural and tourism events. The platform will provide a unified overview of the available cultural content uploaded by original artist, with detailed text description supported by pictures and video production, and an estimation over costs for the presentation on any future event."

LP - Primorje-Gorski kotar County, as responsible partner, contracted the production of documentation for the design of IT platform which Artvision Advisory Board checked and approved. Referring to the AAB endorsement, the documentation process was completed and based on it the production of the IT platform started. The IT platform design is completed, and to access the IT platform please follow the link https://artvision.plus/.