



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

D 4.5.1 Implemented promotional campaign

WP4 - Promotion of tourism destinations

A.5 Promotion directed to organisers of tourist attractions

SEPTEMBER 2019

**KVARNER REGION TOURIST BOARD
+ PI RERA S.D., AGENCY PUGLIAPROMOZIONE, VENETO REGION**

Public document

INTRODUCTION

The basic objective of this activity is a promotion directed towards organizers of tourist attractions and a promotion of destinations included in the platform. Promotion includes contacting and communicating with Tour-operators, Travel Agencies, specialized journalists, specialized web platforms, etc. with the aim to present features, capabilities and contents of the platform. Within the framework of the promotion campaign, a presentation of the project will be organized on fairs, trips to the destination, in order to present the destination to Tour-operators and Tourism Agencies, as well as a presentation of the tourism product at appropriate manifestations, fairs. An important part of the platform is to review the maintenance dates of the cultural events. This represents an excellent source of comprehensive information, which will significantly help the organizers in the creation of tourist itineraries. The PP responsible for the promotional campaign is the TZ Kvarnera.

D4.4.5. Implemented promotional campaign – the promotional campaign will be based also on workshops, directed towards the organizers of cultural-tourism events, on fair visits, trips with Tour-operators and Travel Agencies and the presentation of the tourism product in appropriate manifestations, fairs. 8 workshops will be held (4 in CRO 2 - TZ Kvarnera, 2 Museum of Fine Arts, 4 in ITA - 2 Regional Tourism Agency Puglia, 2 Veneto Region). At the level of a single country, two workshops will be held in the spring-summer period, and two in the autumn-winter period. The aim is to provide cultural events' organizers data and insights in this tourism product thus cultural events organizers have in real time real informations about touristic product so can to elaborate the tourism offer accordingly. In this way, the tourism offer will be elaborated effectively, and it will extend through the entire year.



“Enhancing touristic development and promotion through prism of culture”

D4.4.5 Implemented promotional campaign

Novi Vinodolski, 5th June 2019

Promotion of the tourism destination
Promotion directed to organisers of tourist attraction

Kvarner Region Tourist Office

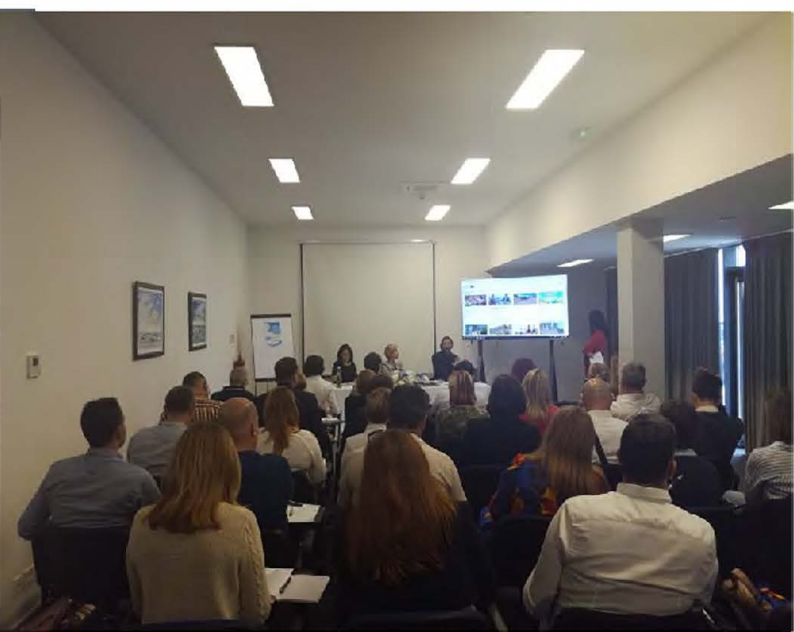
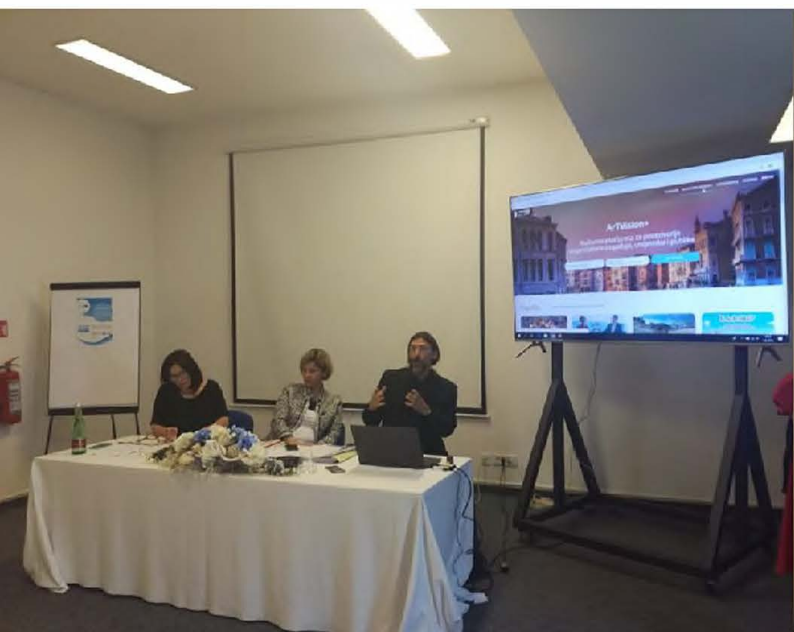
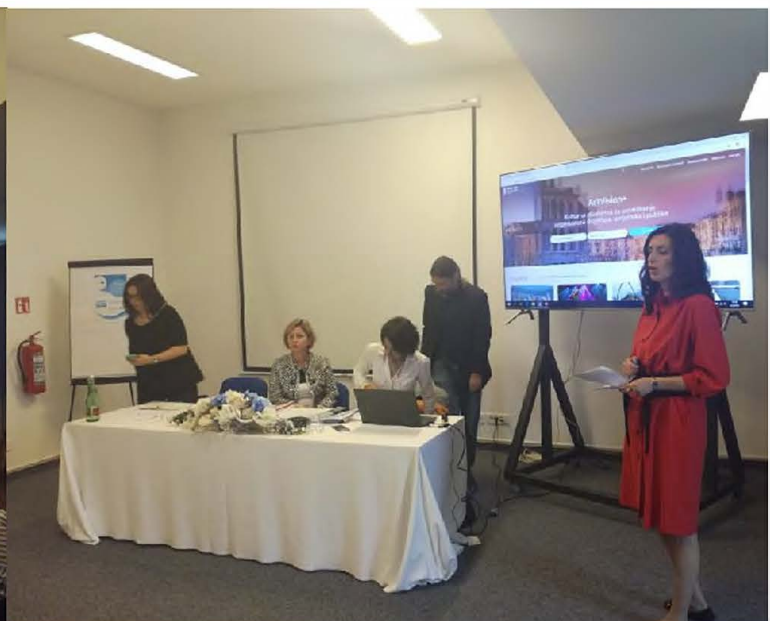
SUMMARY

Activity 4.5. Promotion directed to organisers of tourist attractions was organized in Novi Vinodolski, on 5th June 2019, through the workshop. Kvarner Region Tourist Board organised a workshop for the directors of local tourist boards of Kvarner. Participants were introduced to the main objectives of the project and the functionality and implementation of the IT platform.

In total 27 participant were present and all of them were represenatives of Local, regional and national public authorities.

The following pages contain:

1. Photos from the promotional workshop
2. Invitation



INVITATION

Opatija, 29. svibnja 2019.

Broj: 554/2019.
Klasa: V 2.

- DIREKTORIMA TURISTIČKIH ZAJEDNICA

Poštovani,

pozivamo Vas na radionicu za turističke dionike **EU projekta ArTVision +**, koja će se održati **dana 5. lipnja 2019. godine**, u **Novom Vinodolskom**, u **marini "Novi"**, s **početkom u 10:00 sati**.

Projekt će predstaviti:

- vodeći partner - Upravni odjel za kulturu, sport i tehničku kulturu PGŽ
- *advisory board* - Benedikt Perak i Tea Perinčić
- partner na projektu - Dr.sc. Irena Peršić Živadinov, direktorica TZ Kvarnera

Molimo da se odazovete pozivu, te da potvrdite Vaš dolazak na kvarner@kvarner.hr.

S poštovanjem,

Direktorica:
Dr.sc. Irena Peršić Živadinov

“Enhancing touristic development and promotion through prism of culture”

D4.4.5 Implemented promotional campaign

Islands of Cres and Lošinj, from 25th to 26th September 2019

Promotion of the tourism destination
Promotion directed to organisers of tourist attraction

Kvarner Region Tourist Office

SUMMARY

Activity 4.5. Promotion directed to organisers of tourist attractions was organized on the islands of Cres and Lošinj, from 25th to 26th of September 2019. Kvarner Region Tourist Board organised a field workshop for the representatives of local tourist boards of Kvarner and representatives of cultural and tourism companies. Participants were introduced to the main objectives of the project and the functionality and implementation of the IT platform and they have also visited some of the locations that were included in the videos made within the project ArTVision+.

In total 16 participant attended the workshop from which 3 were part of Local, regional and national public authorities, 11 of Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector) and 2 of NGO target group.

The following pages contain:

1. Photos from the promotional workshop
2. Programme
3. Invitation



PROGRAMME

PROGRAM TERENSKE EDUKATIVNE RADIONICE U SKLOPU PROJEKTA ARTVISION+

25.09.2019	<p>U 07.00 h sastanak sudionika na Trgu bana Jelačića u Rijeci i ukrcaj kofera.</p> <p>Polazak minibusom u 07.15 h iz Rijeke – molimo za točnost, budući da smo vezani na polazak trajekta.</p> <p>Autobus: Mercedes Sprinter (19 putničkih mjesta)</p> <p>Registarska oznaka: RI – 811 – SK</p> <p>Vozač: Luka Olivari 091–519–5440 (ujedno i pratitelj putovanja)</p> <p>Važno: odmah po polasku sudionici trebaju javiti jesu li vegetarijanci ili možda vegani, kako bi se taj dan za ručak prenavajao menü, i sutradan na ljetnu ručak.</p> <p>Vožnja preko otoka Krka do Valbiske – trajektom na Merag, polazak trajekta u 09.15 h.</p> <p>Ca. 09.45 h stižemo u Merag.</p> <p>Ca. 10.30 h dolazak u Ball – posjet Centru za posjetitelje i oporavište za bjeloglavu supovu, uz stručno vodstvo. Predviđeno trajanje programa je do ca. 11.30 h.</p> <p>Nastavak puta za grad Cres</p> <p>Ca. 12.00 h dolazak u grad Cres – vođeni razgled grada Cresa uz malo slobodnog vremena.</p> <p>Ca. 13.00 h polazak iz grada Cresa nakon čega slijedi ručak.</p>
-------------------	--

<p>Ca. 13.15 h dolazimo na ručak u konobu Loznati. Upoznavanje s gastronomijom cresko-lošinjškog arhipelaga – janjetina kao specijalitet.</p> <p>Menü:</p> <ul style="list-style-type: none"> • predjelo: maneštra z bobiči • glavno jelo: janjetina iz krušne peći, na roštilju i pohana, s krumpirom i salatom • desert – nešto domaće po izboru šefa kuhinje <p>Uz ručak uključena 2 pića po osobi (2 x sok 0.25 ili 2 x 0.3 pivo ili 2 x 0.2 vino ili 2 x 0.5 l voda; moguće kombinirati 1 sok i 1 pivo)</p> <p>Ca. 14.30 h nastavak puta za Lubenice</p> <p>Ca. 14.50 h posjet Muzeju ovčarstva uz interpretacijsku priču. Previđeno trajanje programa je do ca. 15.40 h (uz šetnju kroz Lubenice).</p> <p>Nastavak puta prema hotelu Punta 4*, Veli Lošinj – check in ca. 17.00 h.</p> <p>17.00 h – 18.00 h slobodno vrijeme</p> <p>18.00 h – 20.00 h radionica u dvorani hotela</p> <p>20.00 h – 21.00 h buffet večera – iz bogate ponude svatko će pronaći nešto za razveseliti svoje okusne pupoljke.</p> <p>(Uključeno piće kako slijedi: 2 x sok 0.25 l ili 2 x 0.3 l pivo ili 2 x 0.2 l vino ili 2 x 0.5 l voda; moguće kombinirati 1 sok i 1 pivo)</p> <p>Noćenje u hotelu.</p>

26.09.2019	<p>Doručak u hotelu 07.00 h – 08.30 h iz bogate buffet ponude.</p> <p>Check out hotel Punta.</p> <p>U 08.45 h ukrcaj kofera u autobus.</p> <p>Ca. 09.00 h izlet brodom na Susak:</p> <ul style="list-style-type: none"> - na Susku doček u narodnim nošnjama i piće dobrodošlice - ručak (riblji ili mesni, po izboru svakog sudionika) - upoznavanje tradicijskih običaja i načina života na otoku
-------------------	--

<p>Predviđeno vrijeme povratka u Mali Lošinj je 15.00 h.</p> <p>Oko 15.30 h posjet Muzeju Apoksiomena u Malom Lošinj, uz stručno vođenje.</p> <p>Nakon posjeta muzeju slobodno vrijeme u Malom Lošinj.</p> <p>oko 17.15 h nastavak putovanja prema trajektnom pristaništu Merag.</p> <p>19:00 polazak trajekta Merag – Valbiska</p> <p>Predviđeno vrijeme dolaska u Rijeku je 20.30 / 20.45 h.</p> <ul style="list-style-type: none"> • Organizator putovanja zadržava pravo izmjene redoslijeda u navedenom programu.

INVITATION



Opatija, 19. rujna 2019.

Poštovani,

pozivamo Vas na radionicu u sklopu **EU projekta ArTVision+** na kojoj će se predstavnicima jedinica lokalne samouprave, predstavnicima tvrtki iz kulturnog sektora te turizma i organizatorima događanja u kulturi predstaviti cilj ovog projekta, a to je funkcionalnost digitalne platforme za povezivanje ponude i potražnje pri organizaciji manifestacija. Radionica će se održati

**u srijedu, 25. rujna 2019. godine, u Velom Lošinj, u prostoru dvorane hotela Punta,
s početkom u 18:00 sati.**

Predviđeno trajanje radionice je do 20:00 sati. Osim prezentiranja odrednica projekta, prikazat će se novi kratki filmovi snimljeni u sklopu projekta na razne teme iz domene kulturnog turizma i održivog razvoja, na području Kvarnera. Vodeći partner na projektu ArTVision+ je PGŽ - Upravni odjel za kulturu, sport i tehničku kulturu, a TZ Kvarnera je jedan od partnera.

Molimo potvrdu dolaska na valnea@kvarner.hr.

S poštovanjem,

Direktorica:

Dr. Sc. Irena Peršić Živadinov

“Enhancing touristic development and promotion through prism of culture”

D 4.4.5 Implemented promotional campaign

Kaštel Lukšić, 23th May 2019

Promotion of the tourism destination
Promotion directed to organisers of tourist attraction

PI RERA S.D.

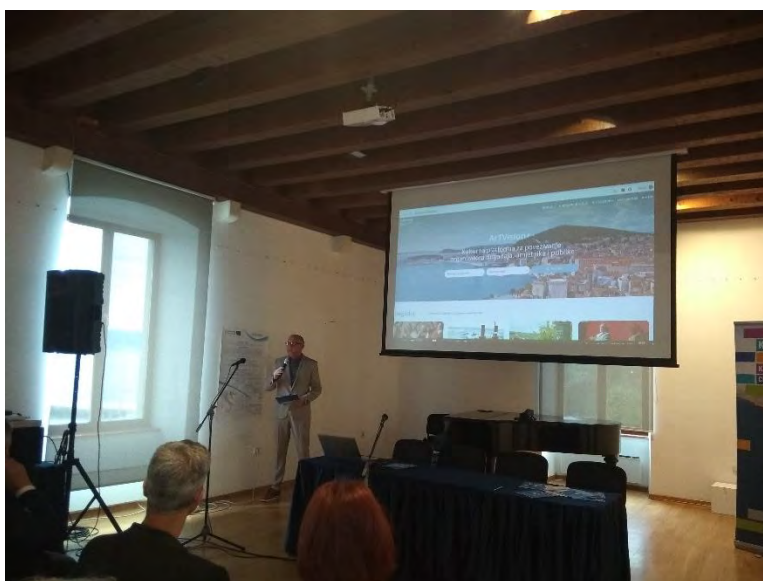
SUMMARY

Activity 4.5. Promotion directed to organisers of tourist attractions was organized in Kaštel Lukšić in Vitturi Castle, 23th May 2019, through the workshop. The basic objective of this activity was a promotion directed towards organisers of tourist attractions and a promotion of destinations included in the IT platform. Promotion included contacting and communicating with Tour-operators, Travel Agencies, journalists, hotels, hostels, etc. On this workshop was presented features, capabilities and contents of the IT platform. All participants on workshop were introduced with an important parts of the IT platform . This presentation was an excellent source of comprehensive information, which significantly helped the organisers in the creation of tourist itineraries, because the IT platform provides an opportunity to connect tourism, culture and the arts in an innovative way.

In total 40 participants attended the workshop from which 20 were part of General Public group, 9 of Local, regional and national public authorities, 2 of Cultural and natural heritage management bodies, 10 of Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector) and one of Education and training organisations as well as universities and research institutes.

The following pages contain:

1. Photos from the promotional workshop





“Enhancing touristic development and promotion through prism of culture”

D4.4.5 Implemented promotional campaign

Split, 29th July 2019

WP4 Promotion of the tourism destination
Promotion directed to organisers of tourist attraction

PUBLIC INSTITUTION RERA S.D.

SUMMARY

Activity 4.5. Promotion directed to organisers of tourist attractions was organized in Split, Summer Cinema Bačvice, 29th July 2019., through the workshop. The basic objective of this activity was a promotion directed towards organisers of tourist attractions and a promotion of destinations included in the IT platform. Promotion included contacting and communicating with Tour-operators, Travel Agencies, journalists, hotels, hostels, etc. On this workshop was presented features, capabilities and contents of the IT platform. All participants on workshop were introduced with an important parts of the IT platform . This presentation was an excellent source of comprehensive information, which significantly helped the organisers in the creation of tourist itineraries, because the IT platform provides an opportunity to connect tourism, culture and the arts in an innovative way.

In total 39 participants attended the workshop from which 23 were part of General Public group, 1 of Local, regional and national public authorities, 1 of Cultural and natural heritage management bodies, 9 of Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector), 5 of NGO and one of Education and training organisations as well as universities and research institute target group.

The following pages contain:

Photos from the promotional workshop





“Enhancing touristic development and promotion through prism of culture”

D.4.4.5 Implemented promotional campaign

Bari and Manfredonia, September 2019

WP 4 – Promotion of tourism destinations

A.5 Promotion directed to organizers of tourist attractions

PP4 - Agency PUGLIAPROMOZIONE

1. Executive summary

In order to maximize the utilization of the IT platform, PP4 Agency Pugliapromozione was responsible for organization of n.2 workshops directed towards tourism stakeholders. The first workshop was held in Bari on 16th of September 2019 in occasion of 83rd International Fair, while second workshop was held in Manfredonia on 25th of September and it was mainly targeted to the stakeholders of north of Puglia (Province of Foggia). The aim of workshops was to show the public the functioning of a new tool available to the organizers of cultural events and operators in the world of tourism.

The first event was opened by welcome speech of Ms Rosalba Livia Brana', director of Pino Pascali Foundation' who warmly welcomed all the participants and live musical performance of mandolin musicians, protagonists of awarded Apulian video at Venice Film Festival. The main speakers of both events were Carmela Antonino, Mara Maggiore and Carlo Bosna. Firstly, Ms Antonino presented project ARTVISION+ and its main objectives, than it followed intervention of Ms Maggiore in which she presented the potentials and trends in tourism of Puglia Region. Finally, Mr Bosna presented the IT platform, its main functionalities and in the end with active participation of audience were simulated creation of demand and offer within the platform. The event concluded with presentation and streaming of selected Apulian videos that were realized thanks to project funds.

26 people attended **first event in Bari**, out of which 3 representatives from Education and training organizations as well as universities and research institutes, 6 from general public, 9 from Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector), 4 from Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector), 4 from Cultural and natural heritage management bodies.



The event in Manfredonia attracted 32 people, from which 9 representatives of Education and training organisations as well as universities and research institutes, 9 from General Public, 8 from Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector), 6 from Local, regional and national public authorities

Photos

Workshop in Bari







Workshop in Manfredonia









Agenda of workshops

In following pages agendas for Bari and Manfredonia workshop are attached



ArTVision+

Workshop: La Piattaforma per favorire l'organizzazione di eventi.

**LUNEDÌ 16
SETTEMBRE 2019**

CINEPORTO DI BARI
PADIGLIONE 180, FIERA DEL LEVANTE
LUNGOMARE STARITA, 1 - BARI

AGENDA

09:30

Welcome coffee e registrazione

10:00

Esibizione musicisti del Circolo Mandolinistico di San Vito dei Normanni

10:30

Il progetto ArTVision: la strategia, gli obiettivi e gli strumenti
Carmela Antonino

11:00

Destinazione Puglia: i flussi e le tendenze
Mara Maggiore

11:30

La piattaforma artvision.plus: le funzionalità e gli attori coinvolti
Carlo Bosna

12:30

Presentazione e proiezione short video prodotti dai registi della Fondazione Pino Pascali
Rosalba Livia Branà e Nicolai Ciannamea

13:00

Light lunch



ArTVision+

La Piattaforma per favorire l'organizzazione di eventi.



PUGLIAPROMOZIONE

è lieta di invitarvi a:

ArTVision+

La Piattaforma per favorire l'organizzazione di eventi.



LUNEDÌ 16 SETTEMBRE 2019

Dalle ore 9:30 alle ore 13:00



CINEPORTO DI BARI

Padiglione 180, Fiera del Levante, Lungomare Starita, 1 - Bari

Punto di riferimento per gli stakeholder culturali e gli operatori turistici di Puglia, Veneto e Croazia e promozione dei territori attraverso la valorizzazione del patrimonio culturale e dei principali eventi in programma. Questi gli obiettivi di www.artvision.plus che saranno discussi durante il workshop.



ArTVision+

Workshop: La Piattaforma per favorire l'organizzazione di eventi.

**MERCOLEDÌ 25
SETTEMBRE 2019**

REGIOHOTEL MANFREDI
STRADA PROVINCIALE 58, KM 12
MANFREDONIA (FG)

AGENDA

10:30 Welcome coffee e registrazione

11:00 **Il progetto ArTVision:** la strategia, gli obiettivi e gli strumenti
Carmela Antonino

11:30 **Destinazione Puglia:** i flussi e le tendenze
Mara Maggiore

12:00 **La piattaforma artvision.plus:** le funzionalità e gli attori coinvolti
Carlo Bosna

12:30 Presentazione e proiezione short video prodotti dai registi della Fondazione Pino Pascali

13:00 Light lunch



ArTVision+

La Piattaforma per favorire l'organizzazione di eventi.



è lieta di invitarvi a:

ArTVision+

La Piattaforma per favorire l'organizzazione di eventi.



MERCOLEDÌ 25 SETTEMBRE 2019

Dalle ore 10:30 alle ore 13:00



REGIOHOTEL MANFREDI

Strada Provinciale 58, km 12 / Manfredonia (FG)

Punto di riferimento per gli stakeholder culturali e gli operatori turistici di Puglia, Veneto e Croazia e promozione dei territori attraverso la valorizzazione del patrimonio culturale e dei principali eventi in programma. Questi gli obiettivi di www.artvision.plus che saranno discussi durante il workshop.

“Enhancing touristic development and promotion through prism of culture”

D.4.4.5 Implemented promotional campaign

Monselice, 25th June 2019

WP 4 – Promotion of tourism destinations
A.5 Promotion directed to organizers of tourist attractions

Veneto Region

SUMMARY

Workshop “Movies and tourism between marketing and cultural production” was part of Euganea Film Festival held in Monselice on 25th June 2019.

This is the first of two different workshops organized by Veneto Region in "Euganea Film Festival", to promote the ArTVision+ to touristic and cultural stakeholder.

During the event Veneto Region and Ca'Foscari University of Venice investigated the many and complex connections between cinema and tourism.

The event attracted 27 people, from which one representatives of Local, regional and national public authorities, 22 rom General Public and 5 Cultural and natural heritage management bodies.

The following pages contain:

Photos from the promotional workshop



WORKSHOP

CINEMA E TURISMO TRA MARKETING E PRODUZIONE CULTURALE

Villa Pisani Monselice (PD), 25 giugno 2019



“Enhancing touristic development and promotion through prism of culture”

D.4.4.5 Implemented promotional campaign

Monselice, 30th June 2019

WP 4 – Promotion of tourism destinations
A.5 Promotion directed to organizers of tourist attractions

Veneto Region

SUMMARY

Workshop “Interactive Animation” in Euganea Film Festival, Monselice 30.06.2019. This is the second of two different workshops organized by Veneto Region in "Euganea Film Festival", to promote the ArTVision+ at touristic and cultural stakeholder. During the event Veneto Region and Ca’Foscari University of Venice explain the management and construction of audiovisual content to be combined with musical and theatrical performances.

The event attracted 17 people, from which one representatives of Local, regional and national public authorities, 13 from General Public and 3 Cultural and natural heritage management bodies and one representative of Education and training organisations.

The following pages contain:

Photos from the promotional workshop

