

## PROJECT NAME

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

## DESCRIPTION

ArTVision+, capitalizing the IPA Adriatic arTVision project, is aimed at developing new solutions for the development of the less-known tourist destinations, based on the valorization of the cultural heritage and on a new concept of promotion. The main activities will focus on a promotion campaign and setting up of a digital platform as virtual space to connect artists and organizers of tourist manifestations (tourist boards, museums, theatres, art cinemas).

## MAIN OUTCOMES

- 36 Promotional short-videos showing work of artisans
- 1 Signed cooperation agreement with infrastructure owners
- 8 Educational workshops for artists and students
- 4 Cross-border cultural events for destination tourism promotion
- 4 Promotional workshops for digital platform use and exchange digital platform

## TARGET GROUPS

Tour operators  
Local, regional and national public authorities  
Cultural and natural heritage management bodies  
Regional and local development agencies, enterprises  
NGOs  
Education and training organisations as well as universities and research institutes

## TOTAL BUDGET

1.006.360 €

## DURATION

1.01.2018 - 30.06.2019

## CONTACT

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## PROJECT PARTNERS

- Primorje-Gorski Kotar County | Rijeka LP
- Kvarner Region Tourism Office | Opatija 1
- RERA | Split 2
- Pino Pascali Foundation | Polignano a Mare 3
- Puglia promozione Agency | Bari 4
- Ca' Foscari University of Venice 5
- Veneto Region | Venice 6

