



Fakultet ekonomije i turizma
"Dr. Mijo Mirković"

AGENDA

ATLAS FINAL CONFERENCE and 3rd SC meeting

27. September, 2019. | 08.30 AM

Poreč, Croatia





STEPRI



Fakultet ekonomije i turizma
"Dr. Mijo Mirković"

DRAFT AGENDA

- 08.30 Registration
- 09.00 Opening speech
- 09.30 ATLAS Final Conference I. part
- 10.45 Coffee break
- 11.00 Round table
- 13.00 Lunch
- 14.00 ATLAS Final Conference II. Part
- 15.00 Steering Committee meeting



STEPRI

ROUND TABLE

„Tourism, Innovations and Entrepreneurship“

Poreč, 27th September 2019

Participants:

- ⊙ **MONIKA UDOVIČIĆ**, *Ministry of Tourism of the Republic of Croatia*
- ⊙ **DAFNA KARIV**, *College of Management Academic Studies, Israel*
- ⊙ **ALJOŠA VITASOVIĆ**, *Faculty of Economics and Tourism "Dr. Mijo Mirković", Croatia*
- ⊙ **MAURIZIO TESTA**, *Project ATLAS, Italy-Croatia*
- ⊙ **ŽELJKO KUKURIN**, *Valamar Riviera, Croatia*
- ⊙ **DENIS IVOŠEVIĆ**, *Istria County Tourist Board, Croatia*
- ⊙ **BORIS ŽGOMBA**, *Uniline, Croatia*
- ⊙ **BRANKO BOGUNOVIĆ**, *HD Consulting, Croatia*

Moderator:

- ⊙ **MILAN PAVLOVIĆ**, *Glas Istre*

ATLAS – Adriatic Cultural Tourism Laboratories

FINAL CONFERENCE
September 27^o 2019
Poreč

Saverio D'Eredità
Project Manager

ATLAS ID CARD

Program: Interreg Italy-Croatia 2014-2020

Partnership: 8 partners (5 Italian and 3 Croatian partners)

Budget: 964.933,48 Euro

Duration: 18 months (Jan 2018 – September 2019)

ATLAS ID CARD



TECNOPOLIS PST

PARCO SCIENTIFICO TECNOLOGICO Valenzano (Bari)



STEPRI



WHAT IS IT ABOUT?



ATLAS the background

«According to PST 2022, Tourism GDP may increase of 4 Billion Euros thanks to a more synergic approach»

European Commission
Mercato interno, industria, imprenditoria e PMI

Commissione europea > Crescita > Settori > Tourism > Enhancing what European tourism has to offer > Cultural tourism

Search

Turismo

Overview of tourism policy

Enhancing what European tourism has to offer

- Coastal and maritime tourism
- Sustainable tourism
- Cultural tourism**
- Accessible tourism
- Low season tourism
- European Destinations of Excellence (EDEN)
- Support to tourism businesses
- Promoting destination Europe
- International cooperation
- Conferences and other events
- Tourism Business Portal

Tourism - links

Notizie

Cultural tourism

The EU recognises the importance of culture as part of the European tourism experience and as an element that can enhance the profile of Europe as a global destination. The European Commission supports the areas of cultural tourism that have the greatest potential for growth.

Europe is a key cultural tourism destination thanks to an incomparable cultural heritage that includes museums, theatres, archaeological sites, historical cities, industrial sites as well as music and gastronomy.

It is estimated that cultural tourism accounts for 40% of all European tourism; 4 out of 10 tourists choose their destination based on its cultural offering.

The EU promotes a balanced approach between the needs to boost growth on one side, and the preservation of artifacts, historical sites, and local traditions on the other.

Actions in the area of cultural tourism

European cultural routes

'European Cultural Routes' are transnational routes that help tourists discover how Europeans have lived since ancient times. The concept was launched by the Council of Europe in 1987.

The European Commission actively cooperates with the [Council of Europe](#), the [European Travel Commission](#), the [UN World Tourism Organisation](#), and other international partners to contribute to the development of European Cultural Routes.

A joint study, between the Commission and the Council of Europe, '[European Cultural Routes impact on SMEs' innovation and competitiveness](#) (4 MB)', found that cultural routes have shown enormous potential for small business generation, clustering, intercultural dialogue, and promoting the image of Europe in general.



PST 2017
2022
Italia Paese per Viaggiatori

**PIANO STRATEGICO
DI SVILUPPO DEL
TURISMO**

EU Strategy for the
Adriatic and Ionian Region
EUSAIR

**Interreg
Italy - Croatia**
European Regional Development Fund

EUROPEAN UNION

Investment priority | 6c - Conserving, protecting, promoting and developing natural and cultural heritage

According to the SO 3.1 within Investment Priority 6(c), the following types of actions will be implemented (the listed actions are not an exhaustive list and may be integrated with others aiming at contributing to the achievement of selected objectives and results):

- Types of Actions**
- Actions aimed at increasing the value of natural and cultural heritage by developing and implementing protection and promotion measures
 - Actions aimed at fostering economic development by sustainable tourism or other activities based upon natural and cultural heritage protection and promotion
 - Actions aimed at decreasing the human pressure to natural and cultural heritage sites

**Interreg
Italy - Croatia**
European Regional Development Fund

EUROPEAN UNION

**FRIULI
INNOVAZIONE.**

ATLAS Project Challenges



- ✓ Improving competitiveness through digitalization
- ✓ Supporting the transition from a destination-based tourism to an experiential tourism
- ✓ Introducing user-centered approaches
- ✓ Stimulating innovative entrepreneurial ideas and fostering cross fertilization between CCI and Tourism Operators





ATLAS objectives and expected results

Specific objectives

1. To exploit the **hidden** potential of cultural heritage
2. To strengthen the **skills** of cultural tourism operators
3. To create **cultural tourism lab**

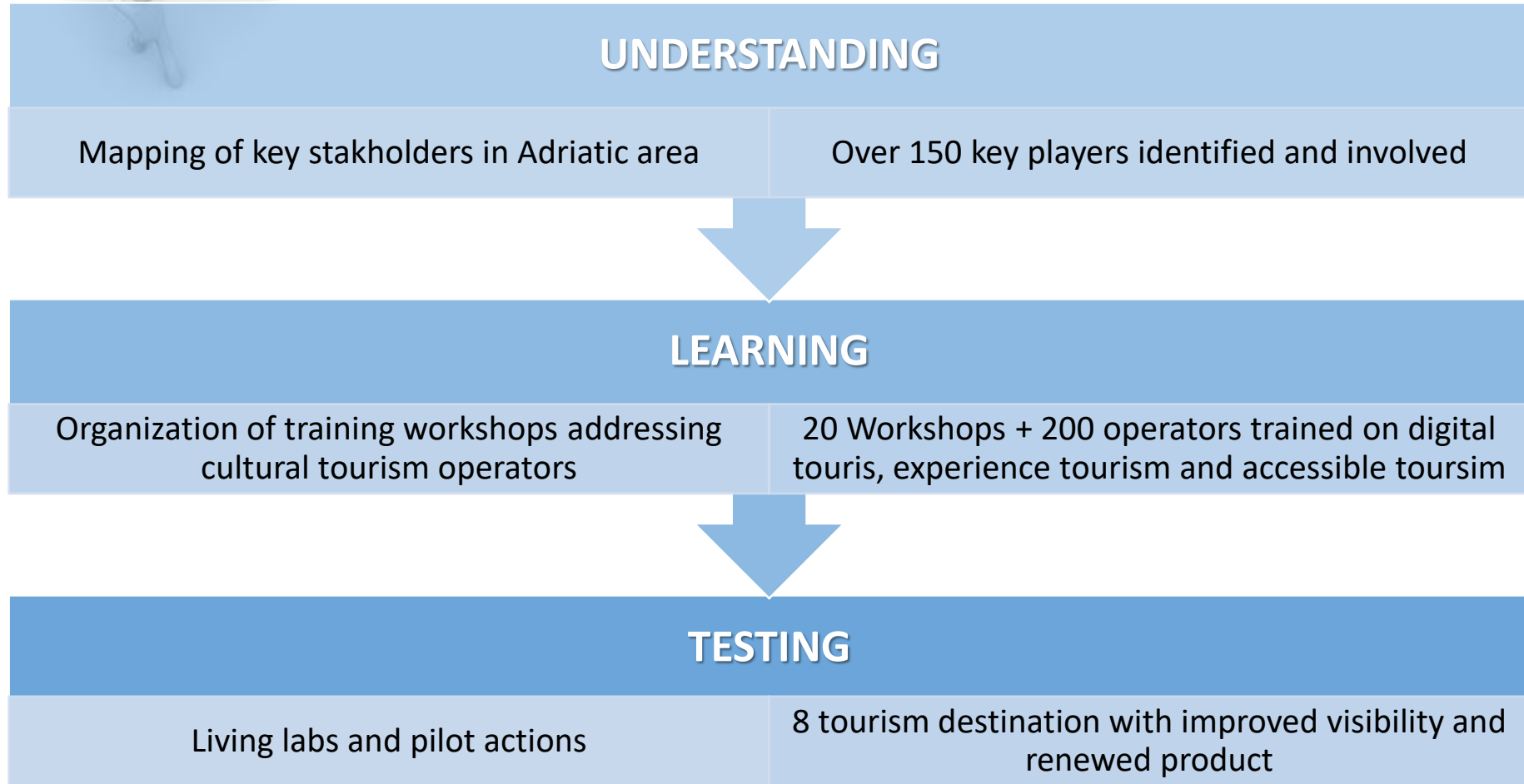


Expected results

- Greater visibility and attractiveness of the programme area and exploitation of cultural resources
- Increasing the skills of cultural tourism operators
- Innovative solutions/increased promotion and visibility of cultural sites



ATLAS project approach



ATLAS in numbers

40 Innovative ideas launched in Mash Up events

159 key stakeholders mapped

9 Experience Tour as prototype of new cultural tourism approaches

12 Pilot actions to test innovative tourism products

200+ cultural tourism operators trained

Friuli Innovazione ATLAS highlights

ATLAS PLATFORM

<https://friulinnovazione.it/atlas/>



ATLAS COMMUNITY

Discover the exact location of cultural tourism operators, experts, professional dealing with the valorization of cultural & natural heritage

- Association
- Institutions
- Cooperatives
- Accommodations
- Companies
- Projects
- Agencies
- No profits Associations
- Museums
- Infrastructures

Select the COUNTRY Search for a company, person name, ecc Search



ATLAS Cultural tourism ecosystem map



Improve your skills



Networking place

ATLAS WORKSHOPS

Digital Tourism and Web Intelligence



Design Tourism Experience



Branding and Marketing



Cividale Experience Tour 25° July 2019

A unique experience of «storyliving in Cividale UNESCO World Heritage site



**20 participants between journalists,
bloggers, partners, policy makers and
destination management organization**

Tourism Laboratory in partnership with ARTES



[Progetto](#) [Formazione Turistica](#) [Storie](#) [Blog](#) [🔍](#)



European Regional Development Fund




EUROPEAN UNION

Tourism Laboratory in partnership with ARTES


- 12 Regional Culture and Tourism Operators
- 32 h of interactive laboratory
- Based on Artès project methodology
- 10 storyliving ideas developed....


Thank you for attention!



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ATLAS PROJECT

FINAL PRESS CONFERENCE

26th September 2019, 9:30 at the premises of IDA d.o.o. (Pula)



In the occasion of the 2nd Mash up event **ATLAS's final press conference** took place on 26th September 2019 at the premises of IDA d.o.o., Istrian Regional development agency (one of the project partners). Before gathered journalists ATLAS's Project manager, Saverio D'Eredità from Friuli Innovazione, the director of IDA d.o.o, Boris Sabatti and the UNI PU FET Project Manager, Tamara Floricic made several statements and answered questions from journalists. The press conference announced the launch of the Mash up event and the Final conference the day after.

There were 57 people and participants attending the press conference most of them participants registered within the Call for ideas related to the 2nd Mash up event.

The local TV Istra broadcasted a special on the project that promotes the cultural heritage of the programme area through the adoption of innovative approaches and tools for the promotion of territories. The Mash up event is being considered a large networking event (cross-border) within which new business ideas are stimulated. The final conference would be the occasion to

present the results achieved and the main activities successfully implemented in the regions involved.

TV Istra broadcast, articles and news published:

<https://ms-my.facebook.com/tvistra/videos/u-sjedni%C5%A1tu-istarske-razvojne-agencije-u-puli-odr%C5%BEana-je-zavr%C5%A1na-konferencija-pro/453124531959627/>

<http://www.regionalexpress.hr/site/more/ida-organizator-zavrshne-konferencije-projekta-atlas>

<https://istarski.hr/node/59357-ida-organizator-zavrshne-konferencije-projekta-atlas>



IDA - PROJEKT ATLAS POSLOVNE IDEJE U DOMENI KULTURNOG TURIZMA



Kulturne znamenitosti trebaju biti dostupne svima

Pobjednici 'Mash up' konferencije su Ana Somek i Filip Jakovac s poduzetničkom idejom 'Balkan Roads' koja za cilj ima da turistički posjetitelji koriste stare automobile

Uspješnost realizacije ovog projekta potvrđena je dodelom nagrada najboljim idejama u prostorima pulskog amfiteatra gdje je zahvaljujući uspješnoj suradnji IDA-e i Arheološkog muzeja Istre, postavljena posebna rampa kojom se a svaki je nakon predstave ideje imao priliku s imalidictom stalnom stranicama inoimom. Vnogradstvo i maslinarstvo u limitni počine korake za njezin razvoj.

Kako su projektne aktivnosti, ali i sami 'Mash up', koji je temeljen na multimedijalnosti, suimerni na razvoj novih ideja u domenu kulturnog turizma, svi prisutni su u popodnevnom satima imali priliku razgledati Pulu uz pratnju turističkog vodiča.

Tradicija i identitet

Uspješnost realizacije ovog projekta potvrđena je dodelom nagrada najboljim idejama u prostorima pulskog amfiteatra gdje je zahvaljujući uspješnoj suradnji IDA-e i Arheološkog muzeja Istre, postavljena posebna rampa kojom se a svaki je nakon predstave ideje imao priliku s imalidictom stalnom stranicama inoimom. Vnogradstvo i maslinarstvo u limitni počine korake za njezin razvoj.

Znamenitosti trebaju biti dostupne svima. Pobjednici 'Mash up' konferencije su Ana Somek i Filip Jakovac s poduzetničkom idejom 'Balkan Roads' koja za cilj ima da turistički po-



šetitelji koriste stare automobile ili izrađene njihov automobil marke Yugo te zavojnim cestama istralsku i spoznaju kulturne i turističke ljepote balcan-skog poluotoka te prošire iskustvo na način kako ga doživljavaju lokalno stanovništvo.

Direktor IDA-e dr. sc. Boris Sabatti naglasio je kako će Istarska razvojna agencija zajedno s Istarskim županijom, ali i partnerima, kako hrvatskim tako i talijanskim i u budućem razdoblju nastojati raditi i razvijati nove i inovativne načine turizma, ali i približavanje kulturnih i turističkih obilježja koristeći najnovije i najmodernije ICT alate, ali pritom ne zanemarujući tradiciju i identitet ove regije. Upravo zbog održ-

ivosti rezultata i potencijala za nastavak suradnje, projektni partneri su se suglasili s nastavljanjem rada u domeni kulturnog turizma i IT-ja te provedbi aktivnosti kojima se osvrću ne samo regionalni, već i europski ciljevi.

Korištenje ICT tehnologije
Sakom je najviše istaknuto važnost poticanja poduzetništva što je ujedno i cilj ATLAS projekta. U Poreču je održana završna konferencija projekta ATLAS. Cilj projekta bio je jačanje i razvoj ICT alata u svrhu promocije kulturnog turizma kao neiskoristivog potencijala u zemljama partnerima, ali i približavanje kulturnih i turističkih sadržaja osobama s invaliditetom. U sklopu završne konferencije prezentirani su se rezultati projekta te se istaknulo visoki postotak uspješnosti svih partnera koji su sudjelovali na projektu. Vrijednost projekta iznosila je 904.933,48€ dok je Istarskoj razvojnoj agenciji bilo namijenjeno 129.417,50€. Projekt je sufinanciran iz programa Interreg V-A Halijska-Hrvatska.

S. BODLAJ IVAŠIĆ

ATLAS SIDE EVENT

27TH September 2019, Poreč

TIE Conference: Tourism, innovations and entrepreneurship

September 27th 2019 was the World Tourism Day. On the same day ATLAS Final conference took place in Poreč. In that occasion within another external event, concretely TIE conference (international scientific conference) a **Round table** entitled “Tourism, innovations and entrepreneurship” was organized by the UNIPU FET.

Maurizio Testa, FINN’s external expert on experience tourism attended the round table and presented ATLAS main activities and results achieved with a special focus on new approaches and innovative models for cultural tourism tested in Italy and Croatia. The other round table’s panelists were Croatian Minister of tourism’ Assistant, the Managing director of Valamar tourism chain, director of the Istria County Tourism Board, Vice president of global initiatives and development & the Chair of NOVUS (Center of Entrepreneurship) at the College of Management Academic Studies (COMAS, Israel), FET’s professor and head of the Department on tourism, President of the leading Croatian tour operator company Uniline and a journalist as the moderator.







FET & IDA
Sala Espada

ATLAS

Final conference

10th October 2019

FET

Profesional
Agencia Educativa

IDA

IDA

Speaker at podium





ATLAS

Adriatic Cultural Tourism Laboratories Final conference

Final conference

Interreg V-A Italy-Croatia Joint Secretariat
Hrvoje Grancarić
Project Manager, Evaluation and Monitoring Unit

Poreč, 27th September 2019

ATLAS
Adriatic Cultural
Tourism Laboratories

ATLAS aims to select the rich and multicultural heritage deeply anchoring the DCA area by enhancing territorial vitality, to improve the attractiveness of the DCA area, fostering the development of cultural related activities and integrating cultural acceptation/offers by the means of digital technology.

ida
ITALY CROATIA
ADRIATIC CULTURAL TOURISM LABORATORIES







ATLAS - Final conference and 3rd Steering committee meeting









Friday 27th September 2019.

Time: 09.00 - 15.00 o'clock









Venue: Valamar Collection Isabella Island Resort, Sv. Nikola Island, Poreč, Croatia

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¹ Sukladno članku 7. Uredbe (EU) 2016/679 europskog parlamenta i vijeća OD 27. TRAVNJA 2016. O ZAŠTITI POJEDINACA U VEZI S OBRADOM OSOBNIH PODATAKA I O SLOBODNOM KRETANJU TAKVIH PODATAKA TE O STAVLANJU IZVAN SNAGE Direktive 95/46/EZ (Opća uredba o zaštiti podataka), dajem privolu ispunjavanjem svojih osobnih podataka u potpisnoj listi da se isti podaci koje sam ispunio/la iznad mogu koristiti za sve u svrhu izvještavanja projektnih aktivnosti i uvrštavanja na mailing listu IDA-e, slanja informativnih materijala za potrebe navedenog projekta / edukacije i sl. (kontaktiranje putem mail adrese, mobitela i sl.) Potvrđujem da ispunjavanjem svojih osobnih podataka u potpisnoj listi dajem suglasnost da me se fotografira i snima tijekom razdoblja provedbe aktivnosti, u svrhu javne komunikacije IDA d.o.o. – Istarske razvojne agencije (objava na službenoj internetskoj stranici i Facebook stranici IDA d.o.o., objave u medijima i sl.).

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³ Sukladno članku 7. Uredbe (EU) 2016/679 europskog parlamenta i vijeća OD 27. TRAVNJA 2016. O ZAŠTITI POJEDINACA U VEZI S OBRADOM OSOBNIH PODATAKA I O SLOBODNOM KRETANJU TAKVIH PODATAKA TE O STAVLJANJU IZVAN SNAGE Direktive 95/46/EZ (Opća uredba o zaštiti podataka), dajem privolu ispunjavanjem svojih osobnih podataka u potpisnoj listi da se isti podaci koje sam ispunio/la iznad mogu koristiti za sve u svrhu izjaštavanja projektnih aktivnosti i uvrštavanja na mailing listu IDA-e, slanja informativnih materijala za potrebe navedenog projekta / edukacije i sl. (kontaktiranje putem mail adrese, mobitela i sl.) Potvrđujem da ispunjavam svojih osobnih podataka u potpisnoj listi dajem suglasnost da me se fotografira i snima tijekom razdoblja provedbe aktivnosti, u svrhu javne komunikacije IDA d.o.o. – Istarske razvojne agencije (objava na službenoj internetskoj stranici i Facebook stranici IDA d.o.o., objave u medijima i sl.).

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⁴ Sukladno članku 7. Uredbe (EU) 2016/679 europskog parlamenta i vijeća OD 27. TRAVNJA 2016. O ZAŠTITI POJEDINACA U VEZI S OBRADOM OSOBNIH PODATAKA I O SLOBODNOM KRETANJU TAKVIH PODATAKA TE O STAVLJANJU IZVAN SNAGE Direktive 95/46/EZ (Opća uredba o zaštiti podataka), dajem privolu ispunjavanjem svojih osobnih podataka u potpisnoj listi da se isti podaci koje sam ispunio/la iznad mogu koristiti za sve u svrhu izveštavanja projektnih aktivnosti i uvrštavanja na mailing listu IDA-e, slanja informativnih materijala za potrebe navedenog projekta / edukacije i sl. (kontaktiranje putem mail adrese, mobitela i sl.) Potvrđujem da ispunjavanjem svojih osobnih podataka u potpisnoj listi dajem suglasnost da me se fotografira i snima tijekom razdoblja provedbe aktivnosti, u svrhu javne komunikacije IDA d.o.o. – Istarske razvojne agencije (objava na službenoj internetskoj stranici i Facebook stranici IDA d.o.o., objave u medijima i sl.).

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⁵ Sukladno članku 7. Uredbe (EU) 2016/679 europskog parlamenta i vijeća OD 27. TRAVNJA 2016. O ZAŠTITI POJEDINACA U VEZI S OBRADOM OSOBNIH PODATAKA I O SLOBODNOM KRETANJU TAKVIH PODATAKA TE O STAVLJANJU IZVAN SNAGE Direktive 95/46/EZ (Opća uredba o zaštiti podataka), dajem privolu ispunjavanjem svojih osobnih podataka u potpisnoj listi da se isti podaci koje sam ispunio/la iznad mogu koristiti za sve u svrhu izvještavanja projektnih aktivnosti i uvrštavanja na mailing listu IDA-e, slanja informativnih materijala za potrebe navedenog projekta / edukacije i sl. (kontaktiranje putem mail adrese, mobitela i sl.) Potvrđujem da ispunjavanjem svojih osobnih podataka u potpisnoj listi dajem suglasnost da me se fotografira i snima tijekom razdoblja provedbe aktivnosti, u svrhu javne komunikacije IDA d.o.o. – Istarske razvojne agencije (objava na službenoj internetskoj stranici i Facebook stranici IDA d.o.o., objave u medijima i sl.).