

FINAL CONFERENCE

On Thursday, September 26, at the headquarters of the Istrian Development Agency in Pula, a "Mash up" event was held as part of the ATLAS project organized by the Istrian Development Agency - IDA doo, Juraj Dobrila University in Pula and STEP RI from Rijeka who are also representatives partners from Croatia, which was attended by Italian partners and other competitors who presented their idea in the field of cultural tourism. As the project activities, but also the "Mash up", which is based on multidisciplinary, are aimed at developing new ideas in the field of cultural tourism, all those present in the afternoon had the opportunity to see Pula accompanied by a tourist guide. The success of this project was confirmed by the awarding of prizes for the best rated business ideas in the Pula amphitheater, where thanks to the successful cooperation of IDA and the Archaeological Museum of Istria, a special ramp was set up to provide access to permanent exhibition "Viticulture and Olive Growing in Istria". this confirmed the importance of making cultural sites accessible to all. IDA Director dr.sc. Boris Sabatti emphasized that the Istrian Development Agency together with the Istrian County, but also partners, both Croatian and Italian, will continue to work and develop new and innovative ways of tourism, as well as bringing cultural and tourist facilities closer using the latest and most modern ICT tools. while not neglecting the tradition and identity of this region. Precisely because of the sustainability of the results and the potential for continued cooperation, the project partners agreed to continue working in the field of cultural tourism and IT and the implementation of activities that achieve not only regional but also European goals. On Friday, September 27 on the island of Sv. Nikola in Poreč,

the final conference of the ATLAS project was held, in which all project partners and all Italian project partners participated. The aim of the project is to strengthen and develop ICT tools for the purpose of promoting cultural tourism in order to use the potential of the partner countries. The project influenced the raising of cultural creativity by using innovative approaches by encouraging transnational cooperation in the field of cultural tourism.

