

## PROJECT NAME

ATLAS | Adriatic Cultural Tourism Laboratories

## DESCRIPTION

The project ATLAS is capitalizing the baseline methodology and tools developed by the IPA Adriatic SMART INNO project, and is aimed at supporting the economic growth by stimulating innovative models of cultural tourism and leveraging creation of innovative tourism products, by means of digital technology tools, promotion of new business ideas and improving infrastructure accessibility for disadvantaged groups, that will all contribute to develop competitive tourism destinations and to decrease the seasonality.

## MAIN OUTCOMES

Interactive digital cultural tourism ecosystem map  
Catalogue of Living lab best practice in rural and cultural site  
Training scheme for cultural tourism in 3 languages  
3 Training modules  
Mash up - large transnational networking event  
Virtual tourism app  
Tourism experience models (clients experience tailored packages)

## TARGET GROUPS

Local, regional and national public authorities  
Cultural and natural heritage management bodies  
Regional and local development agencies  
Enterprises  
Cultural Associations, Tourists

## TOTAL BUDGET

964.933 €

## DURATION

1.01.2018 - 30.06.2019

## CONTACT

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SO 3.1

## PROJECT PARTNERS

Friuli Innovazione | Udine <sup>LP</sup>  
Istrian Development Agency | Pula <sup>1</sup>  
SIPRO Development Agency | Ferrara <sup>2</sup>  
Tecnopolis | Valenzano <sup>3</sup>  
Creative Apulia Cluster Association | Bari <sup>4</sup>  
Juraj Dobrila University | Pula <sup>5</sup>  
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STEP RI Science and technology park, University of Rijeka <sup>7</sup>