

POPIS AKTIVNOSTI PREMA TEKSTU PROPOSALA (p. 23):

A 3.3 Workshop “Economic value of heritage as spur to tourism based industry” (1 day)

Activity Cluster 3: revalorisation of socio - economic development

A 3.3 Workshop “Economic value of heritage as spur to tourism based industry” (1 day)

- Implementing partners:** Association for Rebuilding/ Restoration and Revitalization of Stojan Jankovic' Castle – Bridges, University of Zagreb, Ministry of Culture of the Republic of Croatia - Conservatory Department in Zadar, Serbian Cultural Association "Prosvjeta"
- Involved stakeholders:** 20 representatives from local community and authorities: Tourist offices, Tourist agencies (specialized for cultural tourism)
- Description of activity:** Specialised workshops for local community and authorities related to potentials of exploitation of cultural heritage with objective of explaining existing and available material and non-material sources and resources to be transformed into commercial products.
- Expected results:** Increased awareness of cultural tourism potentials: increased knowledge on concrete material and non-material cultural heritage that can immediately be transformed into commercial products;
- Specific outputs of activity and/or foreseen publications:** 1 Seminar (presentations and reports to be published online and printed)
- How it improves position of target groups and final beneficiaries:** Tourist Offices and tourist agencies from the Ravni Kotari region will be informed about the cultural heritage potentials for touristic exploitation and will be motivated to invite tourist to visit Ravni Kotari region.
- Justification of activity:** The intention is to make local community, authorities and touristic stakeholders aware and understand that many of their local heritages, traditional products and values do have a value: cultural, social and commercial value. The idea is to convince them to transform existing heritages, products and values into concrete products for tourists.