Ca' Foscari University of Venice

PROJECT ACRONYM AND TITLE: ArTVision+ - Enhancing touristic development and promotion through prism of culture

FUNDING PROGRAMME: INTERREG ITALIA – CROAZIA 2014-2020

CALL: First call 2017 Standard+

SCIENTIFIC FIELD: Environment and cultural heritage

HOST DEPARTMENT/CENTRE: DMA - Department of Management

SCIENTIFIC RESPONSIBLE: Fabrizio Panozzo

FINANCIAL DATA:

Project total costs	Overall funding assigned to UNIVE
€ 1.006.360,00	€ 139.485,00

ABSTRACT:

The project ArTVision+ will be carried out as the funded project, which will be based on previously identified problems and conclusions, offering further solutions, by encouraging the continuation of inter-regional cooperation in the field of promotion of less known destinations, through cultural and artistic heritage. The main idea of the project ArTVision+ is based on a new, innovative promotion concept of a common tourist product. The tourist promotion is usually directed towards more popular/ bigger destinations, thus the need arises for a quality promotion of less popular destinations, through the prism of culture. With this project, less popular destinations will be included, presenting their cultural heritage to tourists and realise a quality cooperation between artists and organisers of the touristic offer. A promotion campaign and a quality thought out common tourist product will stimulate the use of culture for tourist purposes and, at the same time, revive the culture of individual areas and preserve them from oblivion. Apart from the promotion campaign, promotion will include and motivate a large number of artists, whose work has not been recognised so far. The purpose of that, is to use their work, as well as cultural expressions in the improvement/development of the tourist offer/of additional tourist contents. The IT platform that will connect artists and organisers of tourist manifestations (tourist boards, museums, theatres, art cinemas, etc.) will be thought out in a way to present a kind of "stock exchange" of cultural interpreters and events. The platform represents the original mechanism/ tool for the organisation of tourist manifestations with cultural and artistic contents. The platforms added value is the creation of a quality cooperation and communication between artists and organisers of the tourist manifestations. Also, the common tourist product will be presented through the contents available on the IT platform. The cooperation through the IT platform will greatly facilitate the organisation of cross-border manifestations, ensuring in this way, a continuous cooperation between two countries in the creation of a tourist offer based on cultural heritage. The project will also allow young artists to acquire knowledge in presenting their work and promoting it through the tourist manifestations. All the above is a capitalisation of results and development methodology of the ArTVision project, financed through IPA Adriatic CBC programme. ArTVision has set-up a methodology of tripartite cooperation in production of cultural content – kind or one-stop-shop for artists, producers of cultural content and event organisers. In

addition, the original project has developed a methodology for production of short videos that perfectly presents touristic destinations through prism of culture. Our goal is to use that knowledge and experience and upgrade it for development of new cross-border touristic product.

Planned Start date	Planned End date
1st January 2018	30th June 2019

PARTNERSHIP:

1	**Primorje-Gorski Kotar County**	**Rijeka (HR)**	**Coordinator**
2	**Kvarner Region Tourism Office**	**Opatija (HR)**	**Partner**
3	**Museum of Fine Arts**	**Split (HR)**	**Partner**
4	**Pino Pascali Foundation, Museum of Contemporary Art**	**Polignano a Mare (IT)**	**Partner**
5	**Pugliapromozione Agency**	**Bari (IT)**	**Partner**
6	**Ca' Foscari University of Venice**	**Venice (IT)**	**Partner**
7	**Veneto Region**	**Venice (IT)**	**Partner**